



# P2B REGULATION: IMPROVING FAIRNESS OF ONLINE PLATFORMS TRADING PRACTICES

**SCOPE:** new rules apply to providers of online intermediation services regardless of whether they are established in the EU or not, provided that the business users are established in the EU AND they offer their goods or services to consumers located in the EU

## BAN ON CERTAIN UNFAIR PRACTICES

Platforms can no longer suspend or terminate a seller's account without clear reasons, and possibilities to appeal. They should inform the company at least 30 days in advance EXCEPT if the company is selling counterfeit products.

Terms and conditions (T&C) must be easily available, provided in plain and intelligible language and include information regarding effects on ownership and control of IPRs of business users. When changing these T&C, at least 15 days prior notice needs to be given to allow companies to adapt their distribution channels.



## GREATER TRANSPARENCY IN ONLINE PLATFORMS



Platforms must disclose any advantage they may give to their own products over others. They shall ensure that the identity of the business user providing the goods or services is clearly visible. They must also disclose what data they collect, and how they use it.

## NEW AVENUES FOR DISPUTE RESOLUTION

All platforms must set up an internal free of charge complaint-handling system to assist business users.

Platforms will have to provide businesses with the option to resolve a potential problem through independent mediators.



## ENFORCEMENT

Business associations will be able to take platforms to court to stop any non-compliance with the rules.

## NEXT STEPS

**Application: 12 July 2020**



As from this date, the new rules will be mandatory. Companies still have one year to get ready.

The new rules will be subject to review within 18 months after their application. The Commission has also set up a group of experts to monitor the evolution of the market and the effective implementation of the rules.

## POTENTIAL EFFECT ON GROWTH



€381 - €705 million per year growth in sales realised on or through online platforms

€0.81 - €4.05 billion of reversed dampening effect resulting from a lack of trust of business users

Preserving 4.7 million jobs currently linked to businesses active on platforms