

Regulatory environment for platforms, online intermediaries, data and cloud computing and the collaborative economy

Fields marked with * are mandatory.

Objectives and General Information

The views expressed in this public consultation document may not be interpreted as stating an official position of the European Commission. All definitions provided in this document are strictly for the purposes of this public consultation and are without prejudice to differing definitions the Commission may use under current or future EU law, including any revision of the definitions by the Commission concerning the same subject matters.

You are invited to read the privacy statement attached to this consultation for information on how your personal data and contribution will be dealt with.

This public consultation will close on 6 January 2016 (13 weeks from the day when all language versions have been made available).

The Commission invites all interested parties to express their views on the questions targeting relations between platform providers and holders of rights in digital content (Question starting with "[A1]"), taking account of the Commission Communication "Towards a modern, more European copyright framework" of 9 December 2015. Technical features of the questionnaire have been adapted accordingly.

Please complete this section of the public consultation before moving to other sections.

- Respondents living with disabilities can request the questionnaire in .docx format and send their replies in email to the following address:
CNECT-PLATFORMS-CONSULTATION@ec.europa.eu.
- If you are an association representing several other organisations and intend to gather the views of your members by circulating the questionnaire to them, please send us a request in email and we will send you the questionnaire in .docx format. However, we ask you to introduce the aggregated answers into EU Survey. In such cases we will not consider answers submitted in other channels than EU Survey.
- If you want to submit position papers or other information in addition to the information you share with the Commission in EU Survey, please send them to
CNECT-PLATFORMS-CONSULTATION@ec.europa.eu and make reference to the "Case Id" displayed after you have concluded the online questionnaire. This helps the Commission to properly identify your contribution.
- Given the volume of this consultation, you may wish to download a PDF version before responding to the survey online. The PDF version includes all possible questions. When you fill the survey in online, you will not see all of the questions; only those applicable to your chosen respondent category and to other choices made when you answer previous questions.

* Please indicate your role for the purpose of this consultation

- ☐ An individual citizen
- ☐ An association or trade organization representing consumers
- ☒ An association or trade organization representing businesses
- ☐ An association or trade organization representing civil society
- ☐ An online platform
- ☐ A business, including suppliers using an online platform to provide services
- ☐ A public authority
- ☐ A research institution or Think tank
- ☐ Other

* Please indicate your country of residence

Belgium
▼

* Please provide your contact information (name, address and e-mail address)

Catriona Meehan, Rue d'Arlon 25B, catriona@appdevelopersalliance.org

* Is your organisation registered in the Transparency Register of the European Commission and the European Parliament?

Note: If you are not answering this questionnaire as an individual, please register in the Transparency Register. If your organisation/institution responds without being registered, the Commission will consider its input as that of an individual and will publish it as such.

- ☒ Yes
- ☐ No
- ☐ Non-applicable

* Please indicate your organisation's registration number in the Transparency Register

135037514504-30

If you are an economic operator, please enter the NACE code, which best describes the economic activity you conduct. [You can find here the NACE classification.](#)

Text of 3 to 5 characters will be accepted

The Statistical classification of economic activities in the European Community, abbreviated as NACE, is the classification of economic activities in the European Union (EU).

* I object the publication of my personal data

☐ Yes

☒ No

Online platforms

SOCIAL AND ECONOMIC ROLE OF ONLINE PLATFORMS

Do you agree with the definition of "**Online platform**" as provided below?

"Online platform" refers to an undertaking operating in two (or multi)-sided markets, which uses the Internet to enable interactions between two or more distinct but interdependent groups of users so as to generate value for at least one of the groups. Certain platforms also qualify as Intermediary service providers.

Typical examples include general internet search engines (e.g. Google, Bing), specialised search tools (e.g. Google Shopping, Kelkoo, Twenga, Google Local, TripAdvisor, Yelp.), location-based business directories or some maps (e.g. Google or Bing Maps), news aggregators (e.g. Google News), online market places (e.g. Amazon, eBay, Allegro, Booking.com), audio-visual and music platforms (e.g. Deezer, Spotify, Netflix, Canal play, Apple TV), video sharing platforms (e.g. YouTube, Dailymotion), payment systems (e.g. PayPal, Apple Pay), social networks (e.g. Facebook, LinkedIn, Twitter, Tuenti), app stores (e.g. Apple App Store, Google Play) or collaborative economy platforms (e.g. AirBnB, Uber, Taskrabbit, Bla-bla car). Internet access providers fall outside the scope of this definition.

No



* Please explain how you would change the definition

1000 character(s) maximum

The more a definition for “platform” is sought, the wider that definition becomes. Some of our members identify as a “platform” in the traditional sense of the word, without falling within the scope as set out by the Commission in the definition above.

We do not believe there should be a prescriptive definition of an online “platform” as it will only lead to a problematic legal and regulatory situation, which will be unnecessarily burdensome for our members, particularly small businesses and startups.

What do you consider to be the key advantages of using online platforms?

Online platforms...

- ☒ make information more accessible
- ☒ make communication and interaction easier
- ☒ increase choice of products and services
- ☒ create more transparent prices and the possibility to compare offers
- ☒ increase trust between peers by providing trust mechanisms (i.e. ratings, reviews, etc.)
- ☒ lower prices for products and services
- ☒ lower the cost of reaching customers for suppliers
- ☒ help with matching supply and demand
- ☒ create new markets or business opportunities
- ☒ help in complying with obligations in cross-border sales
- ☒ help to share resources and improve resource-allocation
- ☒ others:

* Please specify:

100 character(s) maximum

Online platforms enable innovation and competition leading to market growth and startups' success.

Have you encountered, or are you aware of problems faced by **consumers** or **suppliers** when dealing with online platforms?

"Consumer" is any natural person using an online platform for purposes outside the person's trade, business, craft or profession.

"Supplier" is any trader or non-professional individual that uses online platforms to provide services to third parties both under their own brand (name) and under the platform's brand.

- ☐ Yes
- ☒ No
- ☐ I don't know

TRANSPARENCY OF ONLINE PLATFORMS

Do you think that online platforms should ensure, as regards their own activities and those of the **traders** that use them, more transparency in relation to:

a) information required by consumer law (e.g. the contact details of the supplier, the main characteristics of products, the total price including delivery charges, and consumers' rights, such as the right of withdrawal)?

"Trader" is any natural or legal person using an online platform for business or professional purposes. Traders are in particular subject to EU consumer law in their relations with consumers.

- ☐ Yes
☒ No
☐ I don't know

b) information in response to a search query by the user, in particular if the displayed results are sponsored or not?

- ☐ Yes
☒ No
☐ I don't know

c) information on who the actual supplier is, offering products or services on the platform

- ☐ Yes
☒ No
☐ I don't know

d) information to discourage misleading marketing by professional suppliers (traders), including fake reviews?

- ☐ Yes
☒ No
☐ I don't know

e) is there any additional information that, in your opinion, online platforms should be obliged to display?

500 character(s) maximum

Have you experienced that information displayed by the platform (e.g. advertising) has been adapted to the interest or recognisable characteristics of the user?

- ☒ Yes
☐ No
☐ I don't know

Do you find the information provided by online platforms on their terms of use sufficient and easy-to-understand?

- ☒ Yes
☐ No

Do you find reputation systems (e.g. ratings, reviews, certifications, trustmarks) and other trust mechanisms operated by online platforms are generally reliable?

- ☒ Yes
☐ No
☐ I don't know

What are the main benefits and drawbacks of reputation systems and other trust mechanisms operated by online platforms? Please describe their main benefits and drawbacks.

1500 character(s) maximum

There has been a stark increase in consumer trust due to services like the sharing economy, which rely on reputation and reviews. Consumers have access to a wealth of information online. These days, the challenge in deciding “where to go” or “what product to buy” is not about a lack of information, but finding accurate information and reputable opinions so as to quickly make an informed decision.

The value reputation systems deliver to consumers has led to significant increases in use. For example, there are over 100 million business Google+ Pages, Yelp users have written over 90 million reviews, and TripAdvisor receives over 160 new reviews every minute.

Reputation systems operated by online intermediaries are not only reliable, but also allow communities online to play an important role in making the internet a better place.

Ratings are already part of the well-functioning online economy. Many online services use consumer-generated ratings systems to provide signals of trust and reliability to users.

Consumers are aware that these are systems based on the subjective views of other users.

Though reputation systems or trust mechanisms can always be improved, like any other service, there is no need for fundamental change. Market solutions are sufficient to address any concerns.

Reputation systems have strong incentives to focus on providing the best user experience. The value proposition of a system is to provide consumers with the most accurate recommendations.

USE OF INFORMATION BY ONLINE PLATFORMS

In your view, do online platforms provide sufficient and accessible information with regard to:

a) the personal and non-personal data they collect?

- ☒ Yes
- ☐ No
- ☐ I don't know

b) what use is made of the personal and non-personal data collected, including trading of the data to other platforms and actors in the Internet economy?

- ☒ Yes
- ☐ No
- ☐ I don't know

c) adapting prices, for instance dynamic pricing and conditions in function of data gathered on the buyer (both consumer and trader)?

- ☒ Yes
- ☐ No
- ☐ I don't know

Please explain your choice and share any best practices that you are aware of.

1500 character(s) maximum

The existing Data Protection Directive 95/46/EC provides robust protections for data subjects to be informed of personal data collection, including that the data is being collected, the identity of the controller and the purpose of the processing. The General Data Protection Regulation, particularly chapter II, currently being finalised in trilogue negotiations further heightens the level of protection. Therefore we believe that no additional legislation is necessary at this time.

Please share your general comments or ideas regarding the use of information by online platforms

3000 character(s) maximum

See above.

RELATIONS BETWEEN PLATFORMS AND SUPPLIERS/TRADERS/APPLICATION DEVELOPERS OR HOLDERS OF RIGHTS IN DIGITAL CONTENT

Please provide the list of online platforms with which you are in regular business relations and indicate to what extent your business depends on them (on a scale of 0 to 3). Please describe the position of your business or the business you represent and provide recent examples from your business experience.

	Name of online platform	Dependency (0: not dependent, 1: dependent, 2: highly dependent)	Examples from your business experience
1			
2			
3			
4			
5			

How often do you experience the following business practices in your business relations with platforms?

The online platform ...

* A parity clause is a provision in the terms of use of an online platform or in an individual contract between the online platform and a supplier under which the price, availability and other conditions of a product or service offered by the supplier on the online platform have to maintain parity with the best offer of the supplier on other sales channels.

	Never	Sometimes	Often	Always
requests me to use exclusively its services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
applies "parity clauses" *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
applies non-transparent fees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
applies fees without corresponding counter-performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
applies terms and conditions, which I find unbalanced and do not have the possibility to negotiate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
unilaterally modifies the contractual terms without giving you proper notification or allowing you to terminate the contract	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
limits access to data or provides it in a non-usable format	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
puts significant constraints to presenting your offer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
presents suppliers/services in a biased way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
refuses access to its services unless specific restrictions are accepted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
promotes its own services to the disadvantage of services provided by suppliers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you do experience them, what is their impact on your business activity (on a scale from 0 to 3).

Impact on my business:

The online platform ...

* A parity clause is a provision in the terms of use of an online platform or in an individual contract between the online platform and a supplier under which the price, availability and other conditions of a product or service offered by the supplier on the online platform have to maintain parity with the best offer of the supplier on other sales channels.

	0 – no impact	1 – minor impact	2 – considerable impact	3 – heavy impact
requests me to use exclusively its services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
applies "parity clauses" *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
applies non-transparent fees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
applies fees without corresponding counter-performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
applies terms and conditions, which I find unbalanced and do not have the possibility to negotiate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
unilaterally modifies the contractual terms without giving you proper notification or allowing you to terminate the contract	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
limits access to data or provides it in a non-usable format	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
puts significant constraints to presenting your offer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
presents suppliers/services in a biased way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
refuses access to its services unless specific restrictions are accepted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
promotes its own services to the disadvantage of services provided by suppliers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you are aware of other contractual clauses or experience other potentially problematic practices, please mention them here

1000 character(s) maximum

[A1] Are you a holder of rights in digital content protected by copyright, which is used on an online platform?

- ☒ Yes
- ☐ No

As a holder of rights in digital content protected by copyright have you faced any of the following circumstances:

An online platform such as a video sharing website or an online content aggregator uses my protected works online without having asked for my authorisation.

- ☐ Yes
- ☒ No

An online platform such as a video sharing website or a content aggregator refuses to enter into or negotiate licensing agreements with me.

- ☐ Yes
- ☒ No

An online platform such as a video sharing website or a content aggregator is willing to enter into a licensing agreement on terms that I consider unfair.

- ☐ Yes
- ☒ No

An online platform uses my protected works but claims it is a hosting provider under Article 14 of the E-Commerce Directive in order to refuse to negotiate a licence or to do so under their own terms.

- ☐ Yes
- ☒ No

Is there a room for improvement in the relation between platforms and suppliers using the services of platforms?

- ☒ No, the present situation is satisfactory.
- ☐ Yes, through market dynamics.
- ☐ Yes, through self-regulatory measures (codes of conducts / promotion of best practices).
- ☐ Yes, through regulatory measures.
- ☐ Yes, through the combination of the above.

Are you aware of any dispute resolution mechanisms operated by online platforms, or independent third parties on the business-to-business level mediating between platforms and their suppliers?

- ☒ Yes
- ☐ No

Please share your experiences on the key elements of a well-functioning dispute resolution mechanism on platforms

1500 character(s) maximum

CONSTRAINTS ON THE ABILITY OF CONSUMERS AND TRADERS TO MOVE FROM ONE PLATFORM TO ANOTHER

Do you see a need to strengthen the technical capacity of online platforms and address possible other constraints on switching freely and easily from one platform to another and move user data (e.g. emails, messages, search and order history, or customer reviews)?

- ☐ Yes
☒ No

Should there be a mandatory requirement allowing non-personal data to be easily extracted and moved between comparable online services?

- ☐ Yes
☒ No

Please share your general comments or ideas regarding the ability of consumers and traders to move from one platform to another

3000 character(s) maximum

Portability of non-personal data would be beneficial to consumers and would facilitate interoperability between devices, operating systems, etc. Many online services already make data portability available to users.

However, we believe that including such a provision in the proposal will create a number of obstacles especially when it would indirectly touch on other issues (for example, non-personal data linked to relevant information belonging to other data subjects). In light of the importance of having a clear and understandable set of rules, we are concerned that regulating related topics in different ways and different pieces of legislation could create a confusing overlap of rules.

We believe that data portability adequately represents the openness of the internet and careful consideration of consumers' needs. However, even if today's level of technology does not allow full data portability, consumers and businesses use different services for similar purposes, finding the current system efficient and without feeling the "technological captivity effect".

Consumer choice is important to the public and politicians, and industry has responded with new innovations to meet their demand. Choice is now a competitive differentiator between different services - with consumers reluctant to choose a service if it will lock them in - creating strong incentives for companies to act in the best interests of their customers by promoting interoperability and portability

* First, data portability should only extend to user created content such as photos they have uploaded. It should not require a company to share proprietary information about how their service works, which would deter investment, innovation, and economic growth.

* Second, data portability should not extend to requiring firms to share sensitive consumer information with rivals, which could violate the terms of a firm's contractual obligations to its users and raise separate individual privacy concerns.

We support any initiative which is consumer-oriented, as long as it does not translate into strict and unnecessary standards that deter the development of new kinds of formatting and data handling.

ACCESS TO DATA

As a trader or a consumer using the services of online platforms did you experience any of the following problems related to the access of data?

a) unexpectedly changing conditions of accessing the services of the platforms

- ☐ Yes
☒ No

b) unexpectedly changing conditions of accessing the Application Programming Interface of the platform

- ☐ Yes
☒ No

c) unexpectedly changing conditions of accessing the data you shared with or stored on the platform

- ☐ Yes
☒ No

d) discriminatory treatment in accessing data on the platform

- ☐ Yes
☒ No

Would a rating scheme, issued by an independent agency on certain aspects of the platforms' activities, improve the situation?

- ☐ Yes
☒ No

***Please explain your answer**

1500 character(s) maximum

Given the unique business model adopted by intermediaries, we would like to underline that the conditions for data access can change both because of contractual needs or to better adapt to market requirements.

This is particularly true in the online environment, which is extremely dynamic and constantly changing.

While our industry must retain the possibility to adjust its services to the changes of the business environment in principle, consumer protection is also highly valued: our companies make important efforts to highlight changes to contracts and improve the transparency of practices.

In addition, we underscore that legal obstacles or prohibitions relating to the adjustment of business practices would have a grave impact on European businesses. Flexible structure and velocity is what allows start-ups to succeed.

Please share your general comments or ideas regarding access to data on online platforms

3000 character(s) maximum

Online platforms are characterised by low barriers to market entry and have access to a wide range of data. This data is a renewable source that all actors can use to then build a successful business. Therefore, digitalisation has reduced costs, improved performance and efficiency, and increased competition in digital markets. These are favourable factors in the amelioration of the EU economy.

Tackling illegal content online and the liability of online intermediaries

Please indicate your role in the context of this set of questions

Terms used for the purposes of this consultation:

"Illegal content"

Corresponds to the term "illegal activity or information" used in Article 14 of the E-commerce Directive. The directive does not further specify this term. It may be understood in a wide sense so as to include any infringement of applicable EU or national laws and regulations. This could for instance include defamation, terrorism related content, IPR infringements, child abuse content, consumer rights infringements, or incitement to hatred or violence on the basis of race, origin, religion, gender, sexual orientation, malware, illegal online gambling, selling illegal medicines, selling unsafe products.

"Hosting"

According to Article 14 of the E-commerce Directive, hosting is the "storage of (content) that has been provided by the user of an online service". It may for instance be storage of websites on servers. It may also include the services offered by online market places, referencing services and social networks.

"Notice"

Any communication to a hosting service provider that gives the latter knowledge of a particular item of illegal content that it transmits or stores and therefore creates an obligation for it to act expeditiously by removing the illegal content or disabling/blocking access to it.. Such an obligation only arises if the notice provides the internet hosting service provider with actual awareness or knowledge of illegal content.

"Notice provider"

Anyone (a natural or legal person) that informs a hosting service provider about illegal content on the internet. It may for instance be an individual citizen, a hotline or a holder of intellectual property rights. In certain cases it may also include public authorities.

"Provider of content"

In the context of a hosting service the content is initially provided by the user of that service. A provider of content is for instance someone who posts a comment on a social network site or uploads a video on a video sharing site.

- ☐ individual user
- ☐ content provider
- ☐ notice provider
- ☐ intermediary
- ☒ none of the above

* Please explain

The Apps Alliance represents search engines and search tools, news and media platforms, social media and video sharing platforms, Apps stores, cloud and data storage platforms, music platforms, global advertising platforms for mobile publishers and app developers.

Have you encountered situations suggesting that the liability regime introduced in Section IV of the E-commerce Directive (art. 12-15) has proven not fit for purpose or has negatively affected market level playing field?

- ☐ Yes
- ☒ No

Do you think that the concept of a "mere technical, automatic and passive nature" of information transmission by information society service providers provided under recital 42 of the ECD is sufficiently clear to be interpreted and applied in a homogeneous way, having in mind the growing involvement in content distribution by some online intermediaries, e.g.: video sharing websites?

- ☒ Yes
☐ No
☐ I don't know

Please explain your answer.

1500 character(s) maximum

The provision included in the E-commerce Directive concerning the transmission of some types of information (in this case "mere technical, automatic and passive" information transmission by information society service providers) has been considered to be flexible enough and applicable to a variety of cases. Thanks to this, the industry was able to establish tools and mechanisms to resolve issues raised by inappropriate content.

Video sharing websites and apps (Facebook, Youtube) remove content following users' notices, or have systems to prevent the uploading of copyright infringing content.

In light of competition principles, all services should be treated in the same way, and efforts to improve services should be taken into account.

Mere conduit/caching/hosting describe the activities that are undertaken by a service provider. However, new business models and services have appeared since the adopting of the E-commerce Directive. For instance, some cloud service providers might also be covered under hosting services e.g. pure data storage. Other cloud-based services, as processing, might fall under a different category or not fit correctly into any of the existing ones. The same can apply to linking services and search engines, where there has been some diverging case-law at national level. Do you think that further categories of intermediary services should be established, besides mere conduit/caching/hosting and/or should the existing categories be clarified?

- ☐ Yes
☒ No

On the "notice"

Do you consider that different categories of illegal content require different policy approaches as regards notice-and-action procedures, and in particular different requirements as regards the content of the notice?

- ☐ Yes
☒ No

On the "action"

Should the content providers be given the opportunity to give their views to the hosting service provider on the alleged illegality of the content?

- ☐ Yes
☒ No

*Please explain your answer

1500 character(s) maximum

The requirements set out in the E-commerce Directive to the hosting providers are proportionate to the intermediaries' role and content control.

Allowing content providers to comment on the alleged illegality of the content would require the intermediaries to act as mediators who receive and manage complaints. Additionally, they would be forced give judgment on content they do not actually deal with.

Today's mechanism ensures that the complainant makes reasonable efforts in contacting the content referee, who receives an effective notice concerning the illegality of the content. Intermediaries' need to be left as the last actor of this control chain.

If you consider that this should only apply for some kinds of illegal content, please indicate which one(s)

1500 character(s) maximum

Should action taken by hosting service providers remain effective over time ("take down and stay down" principle)?

- ☐ Yes
☒ No

Please explain

The intermediary's technical capacity to put in place "stay down measures" is not effective in the internet environment. The content would be available somewhere and accessible by users.

An intermediary should not be subjected to proactive monitoring obligations as it is also inconsistent with important underlying rights of users, including the rights of freedom of expression and access to information

From a legal perspective, general monitoring obligations would be inconsistent with the E-commerce Directive and important user rights (freedom of expression and access to information).

On duties of care for online intermediaries:

Recital 48 of the Ecommerce Directive establishes that "[t]his Directive does not affect the possibility for Member States of requiring service providers, who host information provided by recipients of their service, to apply duties of care, which can reasonably be expected from them and which are specified by national law, in order to detect and prevent certain types of illegal activities". Moreover, Article 16 of the same Directive calls on Member States and the Commission to encourage the "drawing up of codes of conduct at Community level by trade, professional and consumer associations or organisations designed to contribute to the proper implementation of Articles 5 to 15". At the same time, however, Article 15 sets out a prohibition to impose "a general obligation to monitor".

(For online intermediaries): Have you put in place voluntary or proactive measures to remove certain categories of illegal content from your system?

- ☒ Yes
☐ No

* Please describe them.

1500 character(s) maximum

Intermediaries are generally given the benefit of the limitation of liability by the E-Commerce Directive in different provisions. In addition, liability should not be envisaged when the intermediary has been put on notice or when it acts in good faith to restrict objectionable content either.

This limitation of liability cannot be denied even when the intermediary puts in place any voluntary system for notice and action (flagging systems or content monitoring), especially when this is merely technical or automatic.

* Could you estimate the financial costs to your undertaking of putting in place and running this system?

1500 character(s) maximum

Figures on the issue are not uncommon, yet some could be taken into consideration. YouTube is one of the rare intermediaries which discloses how much it spent in developing Content ID.

Do you see a need to impose specific duties of care for certain categories of illegal content?

- ☐ Yes
☒ No
☐ I don't know

Please specify for which categories of content you would establish such an obligation.

1500 character(s) maximum

We believe that an intermediary is not in a position to either know that content is unlawful or to discriminate between categories of content and providers. As explained in our previous answers, the current system is working efficiently when based on specific notification of illegal content, regardless of its category.

Please specify for which categories of intermediary you would establish such an obligation

1500 character(s) maximum

Please specify what types of actions could be covered by such an obligation

1500 character(s) maximum

Do you see a need for more transparency on the intermediaries' content restriction policies and practices (including the number of notices received as well as their main content and the results of the actions taken following the notices)?

- ☒ Yes
☐ No

Should this obligation be limited to those hosting service providers, which receive a sizeable amount of notices per year (e.g. more than 1000)?

- ☐ Yes
☒ No

Do you think that online intermediaries should have a specific service to facilitate contact with national authorities for the fastest possible notice and removal of illegal contents that constitute a threat for e.g. public security or fight against terrorism?

- ☒ Yes
- ☐ No

Do you think a minimum size threshold would be appropriate if there was such an obligation?

- ☒ Yes
- ☐ No

Please share your general comments or ideas regarding the liability of online intermediaries and the topics addressed in this section of the questionnaire.

5000 character(s) maximum

Increasing intermediaries' liability would put content or service providers (especially startups) and intermediaries in very difficult positions. Intermediaries would need to increase the cost of business and possibly change business models; startups will not be able to compete efficiently. For these types of companies, adjusting their practices according to a stricter regime means a higher cost in a more burdensome environment.

Requiring online services to monitor every piece of content or imposing harsh liability on them doesn't make sense -- it would be bad for innovation, free expression, and privacy.

This is analogous to the offline world; telephone companies are not forced to monitor people's calls to make sure they are not doing something illegal, and they are not held legally responsible for callers who plan a crime over their phone lines.

Imposing liability on online intermediaries may create undue costs and burdens, but also chill innovation by creating legal uncertainty. In addition, if a service were automatically liable for illegal content, it would be much more likely to remove all sorts of controversial (though legitimate) speech, for fear of facing legal penalties.

The intermediary liability regime is a standard that can be found in several legislations (US, CA, JP, AU, etc.). It would be a fundamental problem for internet commerce if companies can be subject to a more severe liability regime in Europe, and in particular a burden on European startups that could not compete on the same basis as companies abroad.

Nowadays, platforms allow anyone, anywhere to instantly connect with billions of people around the world, offering products, communicating and exchanging information. These huge societal benefits should prevent regulators from producing a restrictive legal framework, or changing the nature of platforms which are not one of mediators, but facilitators. Entitling platforms to any kind of authority would unbalance the peer to peer relationship which is inherent in the business itself.

We wish to highlight that the same level of liability is not required of market players in other sectors, such as telecoms or offline platforms.

Data and cloud in digital ecosystems

FREE FLOW OF DATA

ON DATA LOCATION RESTRICTIONS

In the context of the free flow of data in the Union, do you in practice take measures to make a clear distinction between personal and non-personal data?

- ☒ Yes
- ☐ No
- ☐ Not applicable

Have restrictions on the location of data affected your strategy in doing business (e.g. limiting your choice regarding the use of certain digital technologies and services?)

- ☒ Yes
- ☐ No

Do you think that there are particular reasons in relation to which data location restrictions are or should be justifiable?

- ☐ Yes
- ☒ No

ON DATA ACCESS AND TRANSFER

Do you think that the existing contract law framework and current contractual practices are fit for purpose to facilitate a free flow of data including sufficient and fair access to and use of data in the EU, while safeguarding fundamental interests of parties involved?

- ☒ Yes
- ☐ No

*** Please explain your position**

3000 character(s) maximum

The current framework is structured as to facilitate the free flow of data, including the sufficient and fair access to and use of data and safeguarding fundamental interests of data subjects.

The contractual relationship between the user and service provider is governed by contract law and terms agreed between the parties (along with the Consumer Rights Directive (2001/83/EC), when dealing with consumers). The data-based relationship between the parties is regulated by the Data Protection Directive (which will soon be replaced by the articulated framework foreseen in the General Data Protection Regulation)

We believe that adding rules on this already comprehensive framework would increase confusion and difficulty, especially for startups and smaller companies.

In order to ensure the free flow of data within the European Union, in your opinion, regulating access to, transfer and the use of non-personal data at European level is:

- ☐ Necessary
- ☒ Not necessary

When non-personal data is generated by a device in an automated manner, do you think that it should be subject to specific measures (binding or non-binding) at EU level?

- ☐ Yes
- ☒ No

Please share your general comments or ideas regarding data access, ownership and use

5000 character(s) maximum

The discussion around data ownership involves different areas and, consequently, several regulations that deal with those areas are already in place. Data involves complex assignments of different rights to different stakeholders. When discussing personal data, the concept of ownership is even less practical, given the particular powers granted to the data subject. Furthermore, the concept of ownership itself needs to be re-thought through in light of the evolution happening in the digital environment.

We recommend that policy makers engage in further thinking in regards to data ownership and attribution of liability.

ON DATA MARKETS

What regulatory constraints hold back the development of data markets in Europe and how could the EU encourage the development of such markets?

3000 character(s) maximum

ON ACCESS TO OPEN DATA

Do you think more could be done to open up public sector data for re-use in addition to the recently revised EU legislation (Directive 2013/37/EU)?

Open by default means: Establish an expectation that all government data be published and made openly re-usable by default, while recognising that there are legitimate reasons why some data cannot be released.

- ☒ Introducing the principle of 'open by default'[1]
- ☐ Licensing of 'Open Data': help persons/ organisations wishing to re-use public sector information (e.g., Standard European License)
- ☐ Further expanding the scope of the Directive (e.g. to include public service broadcasters, public undertakings);
- ☒ Improving interoperability (e.g., common data formats);
- ☒ Further limiting the possibility to charge for re-use of public sector information
- ☐ Remedies available to potential re-users against unfavourable decisions
- ☒ Other aspects?

*Please specify

The availability of open data is a pre-requisite of a digital economy and society. The benefits will be huge because of potential re-use of data for addressing societal challenges, improving efficiency and fostering participation of citizens in public life.

In its future actions, the Commission should focus on interoperability of public data, "open by default" data, limitation of charges for data re-use. These are just some of the actions that we recommend to take; further information could be provided if needed.

Do you think that there is a case for the opening up of data held by private entities to promote its re-use by public and/or private sector, while respecting the existing provisions on data protection?

- ☐ Yes
- ☒ No

ON ACCESS AND REUSE OF (NON-PERSONAL) SCIENTIFIC DATA

Do you think that data generated by research is sufficiently, findable, accessible identifiable, and re-usable enough?

- ☐ Yes
- ☒ No

- * Why not? What do you think could be done to make data generated by research more effectively re-usable?

3000 character(s) maximum

Re-use of data generated by publicly funded research should be extensive, whilst respecting limitations imposed by licences and security measures. However, no additional copyright permissions should be required, in order to guarantee the highest level of international competitiveness.

Do you agree with a default policy which would make data generated by publicly funded research available through open access?

- ☒ Yes
☐ No

ON LIABILITY IN RELATION TO THE FREE FLOW OF DATA AND THE INTERNET OF THINGS

As a provider/user of Internet of Things (IoT) and/or data driven services and connected tangible devices, have you ever encountered or do you anticipate problems stemming from either an unclear liability regime/non –existence of a clear-cut liability regime?

The "Internet of Things" is an ecosystem of physical objects that contain embedded technology to sense their internal statuses and communicate or interact with the external environment. Basically, Internet of things is the rapidly growing network of everyday objects—eyeglasses, cars, thermostats—made smart with sensors and internet addresses that create a network of everyday objects that communicate with one another, with the eventual capability to take actions on behalf of users.

- ☐ Yes
☒ No
☐ I don't know

If you did not find the legal framework satisfactory, does this affect in any way your use of these services and tangible goods or your trust in them?

- ☐ Yes
☐ No
☐ I don't know

Do you think that the existing legal framework (laws, or guidelines or contractual practices) is fit for purpose in addressing liability issues of IoT or / and Data driven services and connected tangible goods?

- ☒ Yes
☐ No
☐ I don't know

Is the legal framework future proof? Please explain, using examples.

3000 character(s) maximum

Please explain what, in your view, should be the liability regime for these services and connected tangible goods to increase your trust and confidence in them?

3000 character(s) maximum

As mentioned previously, the E-commerce Directive and the Data Protection Directive regulate different phases of the same relationship (respectively, liability for services and liability responsibilities of both controller and processor). We can provide additional information if required.

As a user of IoT and/or data driven services and connected tangible devices, does the present legal framework for liability of providers impact your confidence and trust in those services and connected tangible goods?

- ☐ Yes
- ☐ No
- ☒ I don't know

In order to ensure the roll-out of IoT and the free flow of data, should liability issues of these services and connected tangible goods be addressed at EU level?

- ☐ Yes
- ☒ No
- ☐ I don't know

ON OPEN SERVICE PLATFORMS

What are in your opinion the socio-economic and innovation advantages of open versus closed service platforms and what regulatory or other policy initiatives do you propose to accelerate the emergence and take-up of open service platforms?

3000 character(s) maximum

Open platforms offer a wide range of benefits, mainly linked to advantages of scale, market making and the ability to interact across geographic boundaries. In addition, open platforms could increase the number of available business models; in light of this, we think it would be best to avoid intervention in this fast-evolving market, since positive effects are visible.

PERSONAL DATA MANAGEMENT SYSTEMS

The following questions address the issue whether technical innovations should be promoted and further developed in order to improve transparency and implement efficiently the requirements for lawful processing of personal data, in compliance with the current and future EU data protection legal framework. Such innovations can take the form of 'personal data cloud spaces' or trusted frameworks and are often referred to as 'personal data banks/stores/vaults'.

Do you think that technical innovations, such as personal data spaces, should be promoted to improve transparency in compliance with the current and future EU data protection legal framework? Such innovations can take the form of 'personal data cloud spaces' or trusted frameworks and are often referred to as 'personal data banks/stores/vaults'?

- ☐ Yes
- ☒ No
- ☐ I don't know

EUROPEAN CLOUD INITIATIVE

What are the key elements for ensuring trust in the use of cloud computing services by European businesses and citizens

"Cloud computing" is a paradigm for enabling network access to a scalable and elastic pool of shareable physical or virtual resources with self-service provisioning and administration on-demand. Examples of such resources include: servers, operating systems, networks, software, applications, and storage equipment.

- ☐ Reducing regulatory differences between Member States
- ☐ Standards, certification schemes, quality labels or seals
- ☒ Use of the cloud by public institutions
- ☐ Investment by the European private sector in secure, reliable and high-quality cloud infrastructures

As a (potential) user of cloud computing services, do you think cloud service providers are sufficiently transparent on the security and protection of users' data regarding the services they provide?

- ☒ Yes
- ☐ No
- ☐ Not applicable

As a (potential) user of cloud computing services, do you think cloud service providers are sufficiently transparent on the security and protection of users' data regarding the services they provide?

- ☒ Yes
- ☐ No
- ☐ Not applicable

As a (potential) user of cloud computing services, do you agree that existing contractual practices ensure a fair and balanced allocation of legal and technical risks between cloud users and cloud service providers?

- ☒ Yes
- ☐ No

What would be the benefit of cloud computing services interacting with each other (ensuring interoperability)

- ☒ Economic benefits
- ☐ Improved trust
- ☐ Others:

What would be the benefit of guaranteeing the portability of data, including at European level, between different providers of cloud services

- ☒ Economic benefits
- ☐ Improved trust
- ☐ Others:

Have you encountered any of the following contractual practices in relation to cloud based services? In your view, to what extent could those practices hamper the uptake of cloud based services? Please explain your reasoning.

	Never (Y[es] or N[no])	Sometimes (Y / N)	Often (Y / N)	Always (Y / N)	Why (1500 characters max.)?
Difficulties with negotiating contractual terms and conditions for cloud services stemming from uneven bargaining power of the parties and/or undefined standards	x				
Limitations as regards the possibility to switch between different cloud service providers	x				
Possibility for the supplier to unilaterally modify the cloud service	x				
Far reaching limitations of the supplier's liability for malfunctioning cloud services (including depriving the user of key remedies)	x				
Other (please explain)					

What are the main benefits of a specific European Open Science Cloud which would facilitate access and make publicly funded research data re-useable?

- ☐ Making Science more reliable by better quality assurance of the data
- ☐ Making Science more efficient by better sharing of resources at national and international level
- ☐ Making Science more efficient by leading faster to scientific discoveries and insights
- ☐ Creating economic benefits through better access to data by economic operators
- ☐ Making Science more responsive to quickly tackle societal challenges
- ☐ Others

Would model contracts for cloud service providers be a useful tool for building trust in cloud services?

- ☐ Yes
- ☐ No

Would your answer differ for consumer and commercial (i.e. business to business) cloud contracts?

- ☐ Yes
- ☐ No

Please share your general comments or ideas regarding data, cloud computing and the topics addressed in this section of the questionnaire

5000 character(s) maximum

The relationship between cloud service providers and users (both when consumers or businesses) is regulated in accordance with very high standards set by the Directive on unfair terms in consumer contracts, the Data Protection Directive and codes of conduct.

In particular, contract terms must be fully understandable, clear and fair, and all EU Countries must comply and respect those rules.

The Data Protection Directive reduces technical risks for consumers as it obliges providers of cloud services to implement appropriate technical and organisational measures to protect consumers' personal data against accidental or unlawful destruction or accidental loss, alteration, unauthorised disclosure or access. This is especially the case where the processing involves the transmission of data over a network. Within the B2B context, cloud service providers process personal data according to customer instructions. It is the customers' responsibility to determine the lawfulness of such instructions. During the pre-contractual phase customers are empowered to evaluate the security measures deployed by cloud service providers in order to determine whether they are appropriate and proportionate to their data. Similar provisions will be included in the GDPR.

To conclude, the cloud computing environment meets the expectations and already complies with strict legal requirements, performing well and satisfying the needs of the consumers.

The collaborative economy

The following questions focus on certain issues raised by the collaborative economy and seek to improve the Commission's understanding by collecting the views of stakeholders on the regulatory environment, the effects of collaborative economy platforms on existing suppliers, innovation, and consumer choice. More broadly, they aim also at assessing the impact of the development of the collaborative economy on the rest of the economy and of the opportunities as well as the challenges it raises. They should help devising a European agenda for the collaborative economy to be considered in the context of the forthcoming Internal Market Strategy. The main question is whether EU law is fit to support this new phenomenon and whether existing policy is sufficient to let it develop and grow further, while addressing potential issues that may arise, including public policy objectives that may have already been identified.

Terms used for the purposes of this consultation:

"Collaborative economy"

For the purposes of this consultation the collaborative economy links individuals and/or legal persons through online platforms (collaborative economy platforms) allowing them to provide services and/or exchange assets, resources, time, skills, or capital, sometimes for a temporary period and without transferring ownership rights. Typical examples are transport services including the use of domestic vehicles for passenger transport and ride-sharing, accommodation or professional services.

"Traditional provider"

Individuals or legal persons who provide their services mainly through other channels, without an extensive involvement of online platforms.

"Provider in the collaborative economy"

Individuals or legal persons who provide the service by offering assets, resources, time, skills or capital through an online platform.

"User in the collaborative economy"

Individuals or legal persons who access and use the transacted assets, resources, time, skills and capital.

Please indicate your role in the collaborative economy

- ☐ Provider or association representing providers
- ☐ Traditional provider or association representing traditional providers
- ☐ Platform or association representing platforms
- ☐ Public authority
- ☐ User or consumer association

Which are the main risks and challenges associated with the growth of the collaborative economy and what are the obstacles which could hamper its growth and accessibility? Please rate from 1 to 5 according to their importance (1 – not important; 5 – very important).

- Not sufficiently adapted regulatory framework

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

- Uncertainty for providers on their rights and obligations

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

- Uncertainty for users about their rights and obligations

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

- Weakening of employment and social rights for employees/workers

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

- Non-compliance with health and safety standards and regulations

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

- Rise in undeclared work and the black economy

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

- Opposition from traditional providers

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

- Uncertainty related to the protection of personal data

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

- Insufficient funding for start-ups

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

- Other, please explain

How do you consider the surge of the collaborative economy will impact on the different forms of employment (self-employment, free lancers, shared workers, economically dependent workers, tele-workers etc) and the creation of jobs?

- ☐ Positively across sectors
- ☐ Varies depending on the sector
- ☐ Varies depending on each case
- ☐ Varies according to the national employment laws
- ☐ Negatively across sectors
- ☐ Other

Do you see any obstacle to the development and scaling-up of collaborative economy across borders in Europe and/or to the emergence of European market leaders?

- ☐ Yes
- ☐ No

Do you see a need for action at European Union level specifically to promote the collaborative economy, and to foster innovation and entrepreneurship in its context?

- ☐ Yes
- ☐ No

What action is necessary regarding the current regulatory environment at the level of the EU, including the Services Directive, the E-commerce Directive and the EU legislation on consumer protection law?

- ☐ No change is required
- ☐ New rules for the collaborative economy are required
- ☐ More guidance and better information on the application of the existing rules is required
- ☐ I don't know what is the current regulatory environment

Submission of questionnaire

End of public consultation

Background Documents

BG_Въведение (/eusurvey/files/17798068-07b6-4cfb-8c80-a8e6a4f75e29)

BG_Декларация за поверителност (/eusurvey/files/0b5a7e6a-5c26-47ca-b263-9ece4aa566ca)

CS_Prohlášení o ochraně osobních údajů (/eusurvey/files/a93fa8dd-757e-421e-81f9-e1c9bca745af)

CS_Úvod (/eusurvey/files/af54c429-c5bf-482f-8525-c156be285051)

DA_Databeskyttelseserklæring (/eusurvey/files/5dd2c272-17fa-47f4-b0c7-2c207a86235f)

DA_Introduktion (/eusurvey/files/05c0d888-2d35-4e19-a314-65e8092597d6)

DE_Datenschutzerklärung (/eusurvey/files/b5e037cf-0350-40c3-b803-04f6357f9603)

DE_Einleitung (/eusurvey/files/300a2e87-e030-422a-b678-33fe2c7520a6)

EL_Δήλωση περί απορρήτου (/eusurvey/files/b408fd27-c292-4fc0-9c2d-fd70c74062c4)

EL_Εισαγωγή (/eusurvey/files/0be38358-a600-4568-bfd0-fd9697b1810f)

EN_Background Information (/eusurvey/files/0873ffeb-56b2-40d7-bf56-5aadb176c3c)

EN_Privacy Statement (/eusurvey/files/8861750d-baa1-4113-a832-f8a5454501b5)

ES_Declaración de confidencialidad (/eusurvey/files/edd31f1e-fe9d-493a-af5e-7a7c793295a9)

ES_Introducción (/eusurvey/files/600be540-eef2-4bde-bd3a-436360015845)

ET_Privaatsusteave (/eusurvey/files/294d2e58-3a3d-4e32-905f-74e8b376c5e6)

ET_Sissejuhatus (/eusurvey/files/4bc0f8b9-febc-478a-b828-b1032dc0117f)

FI_Johdanto (/eusurvey/files/a971b6fb-94d1-442c-8ad7-41a8e973f2d5)

FI_Tietosuojaseloste (/eusurvey/files/28a1f27e-3a8e-41f3-ae27-201e29134555)

FR_Déclaration relative à la protection de la vie privée (/eusurvey/files/1341b7cb-38e5-4b81-b3bc-bd0d5893d298)

FR_Introduction (/eusurvey/files/308a1cf7-5e78-469c-996a-372b33a1992b)

HR_Izjava o zaštiti osobnih podataka (/eusurvey/files/618120e1-286a-45d4-bbbd-2493d71617fb)

HR_Uvod (/eusurvey/files/6bfc9d48-cd5c-4603-9c68-5c45989ce864)

HU_Adatvédelmi nyilatkozat (/eusurvey/files/76f442e6-3e2d-4af3-acce-5efe8f74932b)

HU_Bevezetés (/eusurvey/files/3ea8491d-429d-4c8f-be30-82db40fa59c5)

IT_Informativa sulla privacy (/eusurvey/files/e2eb5a94-9e5e-4391-a8e3-35f9e151310b)

IT_Introduzione (/eusurvey/files/aa3bf020-9060-43ac-b92b-2ab2b6e41ba8)

LT_Pareiškimas apie privatumo apsaugą (/eusurvey/files/ab30fabd-4c4e-42bc-85c5-5ee75f45805d)

LT_Įvadas (/eusurvey/files/d5a34e68-4710-488a-8aa1-d3b39765f624)

LV_Īevads (/eusurvey/files/3a9bd2b1-7828-4f0e-97f1-d87cf87b7af1)

LV_Konfidencialitātes paziņojums (/eusurvey/files/7156fdc0-b876-4f73-a670-d97c92e6f464)

MT_Dikjarazzjoni ta' Privatezza (/eusurvey/files/03139a3f-7b5f-42c0-9d2f-53837c6df306)

MT_Introduzzjoni (/eusurvey/files/ceb27908-207c-40cf-828a-6cf193731cdf)

NL_Inleiding (/eusurvey/files/ca756d80-8c02-43e1-9704-3148a13c8503)

NL_Privacyverklaring (/eusurvey/files/83d9394e-b179-442f-8a1b-41514ad072df)

PL_Oświadczenie o ochronie prywatności (/eusurvey/files/15612e0b-807d-4c6e-af1c-d65fe4ec9ddb)

PL_Wprowadzenie (/eusurvey/files/df9e1828-bbd0-4e4a-90bb-ec45a8bf46da)

PT_Declaração de privacidade (/eusurvey/files/50a6e820-91bc-4531-9a0f-47b3685753d7)

PT_Introdução (/eusurvey/files/003979c0-5277-41e9-8092-2de66d57ca00)

RO_Declarație de confidențialitate (/eusurvey/files/25c135c6-ce01-4081-a83e-53e86086797e)
RO_Introducere (/eusurvey/files/4334379b-e465-43a5-a944-8602090b0bf5)
SK_Vyhlásenie o ochrane osobných údajov (/eusurvey/files/7fab071c-85f9-47eb-aaa9-949f2239701d)
SK_Úvod (/eusurvey/files/e45df825-5e71-4172-b2ec-e07789cc3966)
SL_Izjava o varstvu osebnih podatkov (/eusurvey/files/498ec1f0-3405-4454-9aa6-40607efe118f)
SL_Uvod (/eusurvey/files/1b0b239a-630d-4d36-a92f-d4b758d41ddc)
SV_Inledning (/eusurvey/files/e9111c5b-4637-4ea1-b235-ece85ef8fe1a)
SV_Regler för skydd av personuppgifter (/eusurvey/files/0d8275b2-8344-4895-8c09-51d075671061)

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