

(English version)

**Question for written answer E-001134/26
to the Commission
Dan-Ștefan Motreanu (PPE)
(18 March 2026)**

Subject: Digital Fairness Act

Stakeholders have voiced differing concerns regarding the suitability of current EU regulations, as well as the possibility of regulatory overlap, in the light of the upcoming proposal for a Digital Fairness Act (DFA).

Civil society organisations contend that harmful online commercial practices, such as deceptive interface design, addictive features and the misuse of personal data, which may compromise consumer autonomy and result in financial or psychological harm, are not adequately addressed by current laws, such as Digital Services Act and Digital Markets Act.

Business organisations caution that if a new legislative initiative overlaps with current frameworks, it may result in more regulatory layers, legal ambiguity and increased compliance costs.

In view of these concerns and the repeated postponements of the DFA proposal, how does the Commission intend to overcome existing gaps in online consumer protection, notably with regard to harmful digital commercial practices, while avoiding legislative overlap and ensuring coherence with current EU digital and consumer protection frameworks?

Submitted: 18.3.2026

**Answer given by Mr McGrath on behalf of the European Commission
(14 July 2026)**

The Digital Fairness Act (DFA) is a key initiative provided in the Commission work programme for the fourth quarter 2026. The Commission is currently conducting the impact assessment.

Based on the findings of the Digital Fairness Fitness Check ⁽¹⁾, the DFA aims to address the identified gaps tackling the problems that consumers and, especially, minors often face when using online services.

These may include dark patterns and addictive design, unfair personalisation targeting their vulnerabilities, problematic marketing by social media influencers, unfair marketing practices related to price and difficulties with managing contracts concluded online.

The aim of the DFA is to propose targeted and proportionate measures to address the identified problems in this area, in full coherence with existing legislation, in particular the Digital Services Act ⁽²⁾, the Digital Markets Act ⁽³⁾ and the AI Act ⁽⁴⁾.

Wherever relevant, the DFA will propose simplification of the existing rules without compromising consumer protection. Clearer rules lead to easier enforcement and a more level playing field for all traders, benefiting both consumers and businesses.

⁽¹⁾ https://commission.europa.eu/document/download/707d7404-78e5-4aef-acfa-82b4cf639f55_en?filename=commission%20staff%20working%20document%20fitness%20check%20on%20eu%20consumer%20law%20on%20digital%20fairness.pdf.

⁽²⁾ <https://eur-lex.europa.eu/eli/reg/2022/2065/oj/eng>.

⁽³⁾ <https://eur-lex.europa.eu/eli/reg/2022/1925/oj/eng>.

⁽⁴⁾ <https://eur-lex.europa.eu/eli/reg/2024/1689/oj/eng>.