



Intergovernmental Group of Experts on Competition Law and Policy  
20<sup>th</sup> Session, 20 - 22 July 2022, Geneva, Switzerland and online

**Roundtable on:**  
**Crossroads: how to better address the interplay between competition,  
consumer and data protection policies in the digital era**

**Wednesday, 20 July 2022 (15:30 - 16:45)**  
**Palais des Nations, Room XVII (First Floor) and online**

A small number of companies such as Google, Amazon, Meta, Apple and Microsoft dominate global digital markets. Their business models heavily rely on data. Massive levels of data collection, storage, processing and use enable these platforms to improve their services and attract more users and advertisers. However, this process confers considerable market power to a small number of big digital platforms, which has led to a threat to competition. It also raises growing concern about data privacy and consumer protection. Digital platforms provide consumers with new products and services, free of charge nominally, in exchange for their personal data. However, consumers do not know the value of their data nor actions to protect their privacy. Therefore, digital platforms' data monetizing model raises serious data protection issues directly harming consumers.

Despite competition law enforcement against digital platforms, the digital markets have been increasingly concentrated. The current competition regime appears to be inadequate or insufficient in handling this self-reinforcing data-driven market concentration. There is a need for well-designed, proactive regulation. To that end, the European Union reached a general agreement on the Digital Markets Act (DMA) in March 2022 which would help preserve the privacy of consumers and put them in control of their data, which in turn promotes rigorous competition.

Data protection and competition objectives are sometimes perceived to be in tension. One example is in voluntary privacy-enhancing measures taken by digital platforms such as Apple and Google. As the measures by the digital platforms limit access to consumer data by third parties, they have also been criticized for distorting competition. That points to the importance of striking a delicate balance between competition and data protection.

In this session, the panellists may wish to (a) exchange recent developments and policy directions in their jurisdictions; (b) discuss how they view ex-ante regulations such as the DMA; (c) explore how competition, consumer and data protection policies are better coordinated; and/or (d) share certain challenges which developing countries are facing and how these can be addressed.

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### **WORK PROGRAMME**

15:30 - 15:35 **Introduction by the secretariat**

15:35 - 16:35 **Speakers**

- Mr. Alexandre Cordeiro, President, Administrative Council for Economic Defense (CADE), Brazil
- Ms. Ayşe Ergezen, Member of the Board, Turkish Competition Authority, Turkey
- Mr. Peter Crone, Commissioner, Australian Competition and Consumer Commission (ACCC), Australia
- Dr. Cristina Caffarra, Head of Europe, Keystone, United Kingdom

16:35 - 16:45 **Questions from the floor**

Delegates wishing to speak during the session are invited to inform the UNCTAD secretariat accordingly by contacting Ms. Hyejong Kwon ([hyejong.kwon@un.org](mailto:hyejong.kwon@un.org)).