## Twentieth Session of the Intergovernmental Group of Experts on Competition Law and Policy, 21-22 July 2022

Room XVII, Palais des Nations, Geneva

Crossroads: How to Better Address the Interplay Between Competition, Consumer and Data Protection Policies in the Digital Era

Presentation

**UNCTAD** 



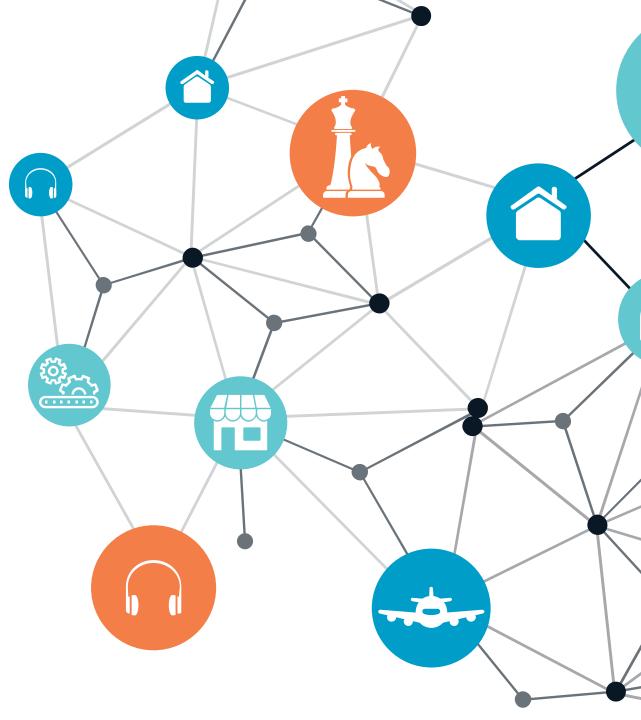
20 - 22 July 2022, Palais des Nations





Crossroads: How to better address the interplay between competition, consumer and data protection policies in the digital era

Wednesday, 20 July 3.30-4.45 p.m., Room XVII





## 1. Features and challenges in digital markets

 $\checkmark$  The business models of digital platforms heavily rely on data

- Massive levels of data collection, storage, processing and use have conferred considerable market power to a small number of big digital platforms such as GAMAM
- Consumers provide their personal data in return for free services, not knowing the value of the data nor how to protect their privacy
- Digital platforms' data monetizing model raises serious data protection issues directly harming consumers
- ✓ 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 and proactive regulation (e.g., Digital Markets Act in the European Union)
- ✓ Data protection and competition objectives are sometimes perceived to be in tension: That points to the importance of striking a delicate balance between competition and data protection





## 2. Discussion

 $\checkmark$  Exchange recent developments and policy directions in their jurisdictions

- $\checkmark$  Discuss how they view ex-ante regulations such as the DMA
- ✓ Explore how competition, consumer and data protection policies are better coordinated
- $\checkmark$  Share certain challenges which developing countries are facing and how these can be addressed





Thank you

Hyejong.Kwon@unctad.org

