

**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



INTERGOVERNMENTAL GROUP OF EXPERTS ON
Competition law and policy

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

- ✓ 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 GAFAM
 - 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

- ✓ Exchange recent developments and policy directions in their jurisdictions
- ✓ Discuss how they view ex-ante regulations such as the DMA
- ✓ Explore how competition, consumer and data protection policies are better coordinated
- ✓ Share certain challenges which developing countries are facing and how these can be addressed



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Thank you

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