

## Consolidated feedback from RB

### **1. to what extent online platforms have market power in user-facing markets, and what impact this has on consumers**

We agree that this should be reviewed.

We propose exploring whether information related to health/ medical advice should be based on the level and robustness of scientific information and not based on generated data based on various data driven metrics around advertising.

### **2. whether consumers are able and willing to control how data about them is used and collected by online platforms**

We agree that this should be reviewed.

### **3. whether competition in the digital advertising market may be distorted by any market power held by platforms**

We agree that this should be reviewed.

#### **Additional points:**

- We would also welcome if this survey could consider the opportunities for tackling fake reviews on sites. It may also be useful to explore how sites ensure reviews are genuine to enable a level playing field.
- We would like to explore how advertisers should be handling 'dynamic' advertising/content (in which the content that is consumer facing is constructed via artificial intelligence, rather than defined manually).
- A review of the current practices and framework for Cross border digital advertising and cross border consumer data sharing would be welcomed.