**Compromise Amendement C**

**Transparency and consumer protection**

11. Notes that the COVID-19 pandemic has shown ***the*** ***importance and resilience of the e-commerce sector and its potential as a driver for relaunching the European economy but at the same time*** how vulnerable EU consumers are to misleading trading practices by dishonest traders selling ~~fake~~ ***counterfeit,*** ~~or~~ illegal ***or unsafe*** products ***and providing services*** online that are not compliant with Union safety rules or who impose unjustified and abusive price increases or other unfair conditions on consumers; ***stresses the urgent need to step up enforcement of EU rules and to enhance consumer protection***;

12. Stresses that this problem is aggravated by ~~the fact that often~~ ***difficulties in establishing*** the identity of ~~these the companies cannot be established~~ ***fraudulent*** ***business users thus making it difficult for consumers to seek compensation for the damages and losses experienced;***

13. Considers that the current transparency and information requirements set out in the E-Commerce Directive on information society services providers and their business customers, and the minimum information requirements on commercial communications, should be ~~substantially~~ strengthened ***in parallel with measures to increase compliance with existing rules and without harming the competitiveness of SMEs***;

14. Calls on the Commission ***to reinforce the information requirements*** ***set out in Article 5 of the E-Commerce Directive*** ***and*** require ~~service~~ ***hosting*** providers to ~~verify~~ ***compare*** the information and identity of the business ~~partners~~ ***users*** with whom they have a ~~contractual~~ ***direct*** commercial relationship ***with the identification data by the relevant existing and available EU databases in compliance with data protocol legislation***; ***hosting provides should ask their business user***  ~~and~~ to ensure that the information they provide is accurate, ***complete*** and ~~up-to-date~~ ***updated and should*** be ***entitled and obliged to refuse or cease to provide their services if the information about the identity of their business user is false or misleading***; ***business users should be the ones in charge of notifying the service provider about any change in their business activity (for example, cessation of business activity);***

15. Calls on the Commission to introduce enforceable obligations on ~~internet service~~ ***information society service*** providers aimed at increasing transparency, information ***and accountability; calls on the Commission to ensure that enforcement measures are targeted in a way that takes into account the different services and does not force the breach of privacy and legal process***; considers that these obligations should be ***proportionate and*** enforced by appropriate, effective, ***proportionate*** and dissuasive penalties;