Meeting of JUST E2/E3 with Amazon on the Consumer Pledge initiative (15 March 2022)

Amazon asked about the progress of the GROW initiative on the accommodation sector that also concerns consumer reviews. JUST explained that the work is now finished and the outcome is a study report and a code of principles. The code does not go beyond the legal requirement of the amended UCPD while at the same time focusing on a specific sector (accommodation).

On the question about the intended scope of commitments regarding reviews, JUST explained that they address the measures and best practices by platforms to ensure that reviews originate from real consumers. The aim is to go further than the existing legislation.

Amazon reiterated its strong interest in enforcement co-operation with the Commission and national authorities to fight the brokers of fake reviews. JUST encouraged Amazon to work with relevant national authorities in specific enforcement cases, e.g. by reporting fake review brokers to authorities. JUST offered assistance, in case needed, to improve information flow with authorities. JUST cannot commit on behalf of national authorities that they would follow-up on all cases notified by platforms, and each case needs to be assessed individually. Also, attention should not be distracted from the platforms’ own responsibilities.

Amazon inquired for the sweep on online reviews and requested for more insights where the company was positioned in the sweep (Good, bad, somewhere in the middle?). JUST explained that sweeps were conducted to check compliance with EU consumer law. Therefore, no ranking of traders could be
provided. National authorities would contact the traders to correct unlawful practices found in the sweep, where necessary and relevant.

Follow-up