Sent: Freitag, 8. April 2022 14:21
To: (JUST)
Cc: Subject: RE: Prime 23 March

Dear [Name],

Thank you again for this exchange and for consulting the CPC network on your new Prime cancellation process.

While the network is currently assessing the process you presented, the preliminary views are that the cancellation buttons (in both Step 1 and Step 2) lacks adequate prominence as it was explained to you and your team during our last meetings.

It is particularly important to differentiate such buttons if one takes into account that they are the only elements on the page which directly relate to the reason why the consumer started the process in the first place (i.e. to cancel Amazon Prime). The amount of information which, in more prominent manner, nudges the consumer into desisting from cancelling is overwhelming on both pages. Although the number of pages has been reduced, we still see a high risk that the process confuses consumers unless there is a clear differentiation on both pages of the “Continue to Cancel” and “End Membership” buttons.

Please do not hesitate to let us know if you have already discussed a solution to address this problem. We will update the network accordingly.

Kind regards,

[Name]

European Commission
Directorate-General Justice and Consumers
Unit E3 – Consumer Enforcement and Redress

B-1049 Brussels/Belgium
Tel: 
E-mail: 

From: [Name]@amazon.lu>
Sent: Friday, March 25, 2022 3:58 PM
To: @ec.europa.eu; @ec.europa.eu
Cc: @amazon.lu; @amazon.lu; @amazon.es; @amazon.co.uk
Subject: Prime 23 March

Dear ,

Thank you for the constructive exchange earlier this week. We appreciate the openness and collaborative approach.

As requested in the call, please find attached a summary of the presentation used. We remain in touch to agree on the date for the next meeting and until then please let us know if there are any further questions.

Best,

Amazon Europe Core SARL
Avenue des Arts 27, 1040 Brussels,

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