

## PRESS RELEASE

### EDiMA calls for a new Online Responsibility Framework

Brussels, 07 January 2020 - TODAY, EDiMA, the voice of the leading internet companies and the most popular internet products in Europe, is calling on the European Commission to introduce a new Online Responsibility Framework. This framework will help internet companies to respond to the growing demands to do more to tackle illegal content online.

In a detailed [paper](#) published today, EDiMA outlines a practical solution to the growing problem of illegal activity and content online. The paper calls for the introduction of an ‘Online Responsibility Framework’ which can be built on the existing foundational principles of the internet and the EU Internal Market.

The Online Responsibility Framework would serve to permit and encourage EDiMA’s members, and internet companies more broadly, to do more to accomplish what we all believe is necessary to better protect consumers from illegal content. As it stands, additional efforts to find and remove illegal content carry risks for internet companies. This system has created a perverse incentive whereby internet companies are discouraged from taking action before being made aware of the existence of illegal content.

The new ‘Online Responsibility Framework’ proposed by EDiMA would enable and incentivise online service providers to do more to protect consumers from illegal content. Such a system can only work if online service providers know they won’t be punished for taking additional measures, so limited liability must be reaffirmed as part of any new framework.

“Our members have unparalleled expertise in dealing with illegal content, and we are ready to share that expertise. From our experience, the objectives that the Commission wishes to address can best be achieved through an Online Responsibility Framework.”

“Today, we’re calling on the European Commission to introduce an ‘Online Responsibility Framework’ as a part of its deliberations on a potential ‘Digital Services Act’. Our members understand and share the concern that people have about illegal and harmful content online and we want to do more to tackle this problem. We need rules that allow internet companies to take more responsibility, and the Digital Services Act is an opportunity to encourage, not discourage, further action”.

– Siada El Ramly, Director General of EDiMA.

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\* EDiMA is the European trade association representing online platforms and other innovative businesses. It is an alliance of new media and Internet companies whose members include Airbnb, Allegro, Amazon EU, Apple, eBay, Expedia, Facebook, Google, King, Microsoft, Mozilla, OLX, Snap Inc., TripAdvisor, Twitter, Verizon Media and Yelp. EDiMA’s members provide Internet and new media platforms offering European consumers a wide range of online services, including e-content, media, e-commerce, communications and information/search services.

#### Notes to the editors

- EDiMA is the voice of the leading internet companies and the most popular internet products in Europe. EDiMA stands for an internet which enables companies to grow and allows customers to make the most of the opportunities it offers. More information is available here: <https://edima-eu.org/>
- EDiMA's members are modern internet companies that make the most popular internet products in Europe. EDiMA represents the leading online market-places, browsers, entertainment platforms, review sites and social networks that offer consumers some of the most popular internet products every single day.
- The members include TripAdvisor, Yelp, Allegro, eBay, OLX, Amazon, Airbnb, Expedia, Snap, Twitter, Facebook, Google, Mozilla, King, Verizon Media, Apple and Microsoft. More information is available here: <https://edima-eu.org/members/>
- EDiMA has launched a new position paper calling for a new Framework for Responsibility Online. The paper is available here: <https://edima-eu.org/wp-content/uploads/2020/01/Responsibility-Online.pdf>