



EUROPEAN COMMISSION
JUSTICE AND CONSUMERS

Economic Analysis and Evaluation Unit

Brussels,
JUST/03/KZ/(2017)

Dear Madam, dear Sir,

Subject: Stakeholder consultation for a consumer market study on online market segmentation through personalised pricing/offers in the European Union

The Consortium of Ipsos – London Economics – Deloitte is undertaking a consumer market study on online market segmentation through personalised pricing and offers by online business operators in the European Union on behalf of the European Commission's Directorate General for Justice and Consumers.

The objective of the study is to understand the nature and prevalence of personalised pricing / offers practices as a result of online firms tracking and profiling consumer online behaviour in the EU28, plus Iceland and Norway. Specifically, the study aims to:

- Assess the economic impact of personalised pricing/offers on consumers and online sellers/providers;
- Explore to what extent online traders are aware of and comply with relevant national and EU legislation;
- Identify the personalisation practices in the online market and problems that consumers may experience in this context (e.g. related to transparency, awareness, data protection / privacy etc.).

In the course of this study, the Consortium will collect evidence and stakeholders' views on the functioning of the online market within the national and EU regulatory framework. Your feedback as a key stakeholder would be crucial in obtaining an accurate and comprehensive assessment of personalised pricing/offers practices. I would be grateful if you could provide assistance to the consultants by responding to their questionnaires, requests for data or participating in interviews they may organise in the framework of this study.

The representative of the consortium Carlo Duprel (cduprel@deloitte.lu) or my colleague Konstantinos Zisis (Konstantinos.Zisis@ec.europa.eu) will gladly answer any further questions.

Yours sincerely,

Dan Dionisie
Head of Unit