

Results of the work of the

HK-AC Panel of Experts on the Platform Economy

Denmark should be a frontrunner in launching the digital platform economy.

Today there are already 142 different types of platform businesses in Denmark, and platform businesses across the EU contribute around 28 billion euros a year.¹

It is therefore important that Denmark creates a conducive environment for the platform economy to develop in such a way that both society, workers and new and old businesses alike have a share in the benefits flowing from this development.

TAX – The sharing economy and e-commerce are growing at a blinding pace, but we must be better at sharing with the taxman

Proposal: Mandatory reporting obligation for all businesses and digital platforms and automatic tax collection.

Because: A broad range of digitisation initiatives in Denmark have engendered substantial efficiency improvements in tax administration. The next step in this development process should be that businesses' accounting data is automatically exchanged between the business and public authorities, e.g. the Danish Customs and Tax Administration.



CONSUMER PROTECTION

Proposal: The digital platforms should become subject to the same consumer protection requirements/obligations as those applying to other businesses, i.e. platforms should be regarded as an active party to the contract/agreement concluded between the parties and, therefore, should be subject to the rules on consumer protection.

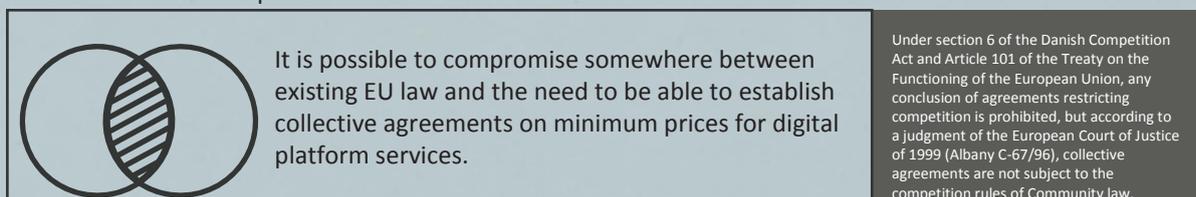
Because: Legislation on consumer protection in Denmark only addresses the buyer-seller relationship. Confusion over the rules on consumer protection arises in connection with digital buying and selling because three parties are involved in the contract/agreement, i.e. the buyer, the seller and the digital platform. Many platforms believe they are passive intermediaries, but they actually often play an active part in the buyer-seller relationship, for instance by offering a guiding role.



PRICE AGREEMENTS AND COMPETITION LAW

Proposal: The preparation and development of examples showing that EU competition rules and a collectively agreed minimum price for services provided on digital platforms can be combined and be legal.

Because: There is a need to agree on minimum prices for work on the platforms. Experience of platform businesses has shown that it may be difficult to maintain a price that makes it possible to make a career path out of working on digital platforms. In practice, the work on many digital platforms is characterised by the absence of a minimum price.



¹ = Source: European Commission, 2017. "Exploratory Study of consumer issues in peer-to-peer platform markets".