

Westminster eForum policy conference:
Next steps for consumer protection online
Timing: Morning, Tuesday, 10th November 2026
*****Taking Place Online*****



Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Senior Parliamentary
- 9.05 **Consumer protection online - priorities for enforcement, transparency and consumer confidence**
Emma Cochrane, Executive Director, Consumer Protection, Competition and Markets Authority
Questions and comments from the floor
- 9.30 **Implementation of the Digital Markets, Competition and Consumers Act 2024 consumer protection regime - enforcement, compliance and maintaining consumer confidence**
drip pricing, fake reviews, subscription traps and online choice architecture | tackling fake discounts and misleading recommended retail prices | compliance challenges and areas of uncertainty for businesses and digital platforms | designing consumer journeys, pricing practices and online choice architecture | platform responsibilities for reviews, rankings, endorsements and transparency | recurring payments, consumer consent and subscription cancellation | transparency for dynamic pricing and ticket resale platforms | penalties, redress and remedies for breaches | dynamic pricing, ticket resale, transparency and consumer choice online | regulatory capacity and enforcement priorities | balancing consumer protection, innovation and growth in digital markets
Shona O'Connell, Senior Associate, Bird & Bird
Sayra Tekin, General Counsel, News Media Association
Senior representative, payments firm
Senior representative, digital markets
Senior representative, subscription services
Questions and comments from the floor
- 10.20 **Consumer choice, transparency and trust in online markets**
Sue Davies, Head, Consumer Rights and Food Policy, Which?
Questions and comments from the floor
- 10.45 **Chair's closing remarks**
Senior Parliamentary
- 10.50 Break
- 11.00 **Chair's opening remarks**
Senior Parliamentary
- 11.05 **Ticketing platforms, resale markets and consumer choice - implications of the draft Ticket Tout Ban Bill**
Senior representative, ticketing
Questions and comments from the floor
- 11.30 **Consumer protection in AI-driven and data-enabled markets - regulation, accountability and emerging risks**
Senior representative, regulation
- 11.40 **Strategic approaches to innovation in online markets - AI, smart data and the future for consumer experiences**
automated decision-making, profiling and consumer safeguards | testing, transparency and accountability requirements for AI-enabled consumer services | platform design, recommender systems and consumer outcomes | development of trusted personalised services | risks to children and vulnerable consumers from AI-driven systems | impact of Strategic Market Status interventions on consumer choice, transparency and competition in digital markets | regulatory coordination and certainty needed for industry | balancing innovation, growth and consumer protection | smart data, consumer understanding and consent
Senior representative, technology
Senior representative, research
Senior representative, consumer
Senior representative, industry
Senior representative, infrastructure
- 12.10 Questions and comments from the floor
- 12.30 **Next steps for consumer protection online in the UK - balancing regulation, growth and consumer confidence**
Senior representative, policy
Questions and comments from the floor
- 12.55 **Chair's and Westminster eForum closing remarks**
Senior Parliamentary
Thomas Howard, Westminster eForum