TURIN SCHOOLOF REGULATION

### **Regulating platforms**

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### **Typologies of platform**

- Consumer platforms, managed on voluntary basis by participants
- Platforms that intermediate between demand and supply gaining a fee for each transaction
- Platforms that offer users the possibility to interact without charging any fee





## How regulation addressed platforms so far

- It's useful to remind the core basis of regulation:

   a)Unacceptable market relationships (abuse...)
   b)Safety/health/environment/rights

   The eternal trade-off is innovation/regulation, privacy/free flow, manipulation/free speech.
- In the domain of traditional services there is a huge inheritance from the past: adoption of a "copy and paste" approach
- Strong sectoral focus
- Regulation-of-objects rather than regulation-of-needs (taxi instead of mobility, hotel rooms instead of accommodation)
- Pressure from preexisting licensing systems (accumulation of personal assets inside regulated objects)



### Platforms and regulation. Need for an overhaul

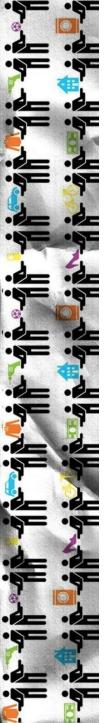
- The priority today seems to be regulators entering in the digital world.
- Platforms as self-regulated and self-policed "animals"
- Key question for regulators: are platforms selfestablished rules aligned with public interest?
- Market failures change due to technologies... Regulation should adapt
- One step forward: from a simple, constant and predictable regulation to an iterative and crosssectoral one



# Legal definition of platforms and practical consequences

- Digital markets and information society services?
- Economic nature of platforms?
- The core issue: pure middlemen or service providers





#### Labour and platforms. State of the art

- How to consider platforms workers?
- Do platforms increase social inequality?
- Contradictory judicial decisions across different legal systems





#### Labour and platforms in prospect

- Relationships between organized workers and platforms
- "Collective" bargaining (SMart-Deliveroo in Belgium)
- European Pillar of Social Rights



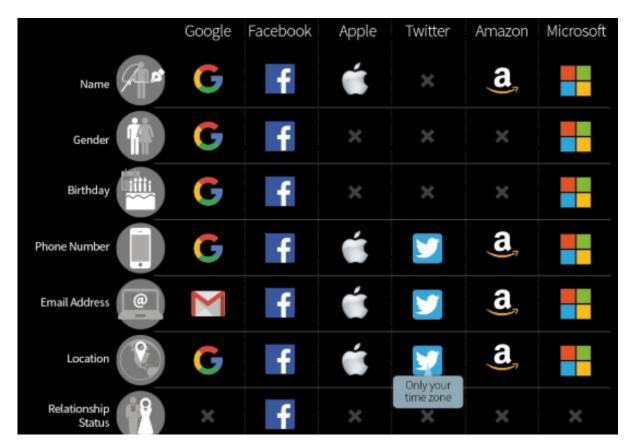
## Data. Key economic features and questions

- In the domain of data, regulation is a wild west, also because information is a peculiar good
- Data show features of externalities. Who owns externalities?
- Excludable, but non-rival in principle
- Who is entitled to own non-rival goods?
- Decreasing or increasing returns to scale?





#### What the Big Tech Companies Know About You



http://www.visualcapitalist.com/heres-what-the-big-tech-companies-know-about-you/

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## The GDPR at a crossroads. First uncertainties arising

- Data ownership seemingly assigned to users
- On the other hand, data are lawfully processed, without users' consent, if it "is necessary for purposes of the legitimate interests pursued by the controller", point f) of art. 6(1)
  - Right to data portability (art. 20), but not in the case of point f) of art. 6(1)
  - Is portability sufficient to foster competition?





#### A non conclusion

#### Regulation and digital platform: a long trip to go



