

JULY 2025



TACD CALLS ON THE EU TO RESIST U.S. TRADE DEAL COERCION TO WEAKEN LAWS

We, leading consumer and digital rights groups in the U.S. and EU in the TACD network, oppose the U.S. administration's letter threatening to impose coercive tariffs on the EU as a mean to put pressure on digital, data protection, competition, food safety and sustainability policies.

The next phase of the potential negotiations between United States and European Union raises deep concerns for us in the Transatlantic Consumer Dialogue (TACD). Reports indicate that the U.S. requested concessions from the EU, including pausing enforcement of its flagship digital competition regulation, the Digital Markets Act, and delaying the implementation of environmental laws. Such a move would represent a significant blow to European attempts at ensuring a fairer, more competitive and more sustainable economy, while also setting back the global push to protect consumers.

However, as neither party has published the text of the supposed offers, it is difficult to assess the exact nature of the concessions made or the effect this will have on consumers. This is in addition to the fact that the most egregious concessions by the EU are unlikely to be written into the deal, but will instead happen entirely as 'informal arrangements'.

TACD CALLS ON

THE U.S. ADMINISTRATION TO UNLINK TARIFF NEGOTIATIONS FROM THE APPLICATION AND ENFORCEMENT OF CONSUMER PROTECTION

and other public interest regulations by the EU. Tariff negotiations should never be used as a weapon to dismantle hard-won consumer rights and protections.

THE U.S. CONGRESS TO FULFILL ITS CONSTITUTIONAL MANDATE

to oversee and approve American trade deals. This is even more important as the American public overwhelmingly supports regulation of Big Tech companies in the interests of consumer rights and fair competition.

THE U.S. AND EU TO IMMEDIATELY PUBLISH THE TEXT OF THE AGREEMENT

and any ongoing negotiating proposals.

THE EU TO RESIST ATTEMPTS AT COERCION BY THE U.S. ADMINISTRATION

and resist calls to water down its digital, environmental and other consumer protection regulations. Concessions are only likely to lead to further demands, thereby affecting consumers on both sides of the Atlantic.

THE EUROPEAN PARLIAMENT AND EU MEMBER STATES TO ENSURE CONSUMER INTERESTS ARE CONSIDERED AND ADEQUATELY PROTECTED

throughout the negotiation process. Before giving consent to a deal with the U.S., they should check whether unwritten concessions related to EU regulations have been agreed in the margins of the deal.

Trade negotiations should not undermine laws designed to safeguard people's rights. We reiterate the importance of trans-Atlantic cooperation and urge the parties to ensure that any deal between the two jurisdictions ensures that consumers' fundamental rights and interests are adequately protected.