

TACD STANDS AGAINST U.S. TARIFFS PRESSURE AND CALLS FOR COOPERATION WITH EU



TACD

24 FEBRUARY 2025

As tensions are rising between the U.S. and the EU, the Transatlantic Consumer Dialogue (TACD) stands united to protect consumers, as we have for nearly 30 years. We, leading consumer and digital rights groups in the U.S. and EU call for cooperation instead of trade retaliation. **We urge the U.S. administration to stop leveraging the threat of tariffs on the EU** in exchange for weakening digital and competition policies such as the Digital Markets Act (DMA) and Digital Services Act (DSA). **We call on the EU to prevent damages to consumers in the design of its possible counter measures to the U.S. tariffs and stay firm in enforcing its laws.**

Statements and actions from the Trump-Vance administration first month have used tariffs as leverage against EU digital laws. TACD stands firmly against this pressure. EU digital laws do not target U.S. companies. They are designed to ensure that companies, wherever they are based, will respect consumers' rights and treat them fairly. Consumer and digital rights advocates on both side of the Atlantic call on the EU to uphold its laws and to enforce them despite such geopolitical pressures.

We reject attempts to force further trade liberalization claiming lack of reciprocity between U.S.-EU trade. The existing tariff levels are the outcome of trade negotiations. These negotiations have often been dominated by U.S. corporate interests and led to the expansion of monopoly protections and intellectual property rights. The impact of U.S. or EU legislation, diplomacy efforts and trade agreements in other regions must not undermine the safeguarding of consumer rights worldwide. Tariffs can be a useful tool in a broad trade strategy to combat unfair practices, if done strategically. Tariffs should never be used as a tool to pressure countries over legitimate domestic policymaking.

In place of entering into a spiral of trade retaliation, we call on the U.S. and the EU to redirect their energy towards a cooperation to level the global playing field and serve consumers' interests. TACD recommends focusing on the common challenges that the U.S. and the EU are facing. One of these common challenges is the rise of illegal and unsafe products sold online, notably originating from China. **Aligning how products are controlled and taxed at customs, across the Atlantic, could have a positive impact on the global economy and contribute to better protecting consumers.**

TACD stands ready to play an active role by continuing to make constructive recommendations to policymakers and acting as a bridge between regulators and NGOs.