

TACD OPPOSES THE USE OF COERCIVE TARIFFS BY THE U.S. TO ATTACK EU LAWS PROTECTING PEOPLE



The image shows the European Union flag (blue with yellow stars) and the United States flag (red, white, and blue with stars) waving against a blue sky. The flags are positioned on the left side of the page, with the EU flag above the US flag.

TACD

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We, leading consumer and digital rights groups in the U.S. and EU, call for cooperation instead of trade retaliation. We oppose the U.S. administration's decision to impose coercive tariffs on the EU as a mean to put pressure on digital, data protection, competition, food safety and sustainability policies. Tariffs should never be used as a tool to pressure countries over legitimate domestic policymaking.

We condemn the content of the National Trade Estimate reports of the U.S., which list EU digital, privacy, competition, food safety and climate laws as barriers to trade for U.S. companies. EU 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. Likewise, EU food and climate initiatives such as the Green Claims Directive aim at empowering consumers to make more sustainable choices and protect them from greenwashing.

We now call on the EU to prevent damages to consumers in the design of its counter measures to the U.S. tariffs and stay firm in enforcing its laws.

In place of entering into a spiral of trade retaliation, we call on the U.S. and the EU to redirect their energy towards cooperation to level the global playing field and in a manner that effectively protects 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 third countries. 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. This should be the path towards a positive agenda between the U.S. and the EU.