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Consumer confidence in e-commerce: the role of the European Community

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Abstract

This paper argues that the European Community has an important role to play in generating confidence amongst consumers in e-commerce, yet only partly fulfils that role at present. It looks in particular at the areas of consumers' economic and privacy interests, analysing the capabilities of self-regulation in those areas and offering a critique of relevant Community activity, in particular the application of the home country control principle to Web sites and the recent 'Safe Harbour' agreement concluded with the United States.

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