



Communication with businesses in the context of Transparency Act

Suguru Iwaya

Chief, Office for Digital Markets Policy
Ministry of Economy, Trade and Industry



Transparency Act

(the Act on improving transparency and fairness of digital platforms)

- In force in Feb 2021
- Three Digital markets in scope: online shopping, application stores, digital advertising
- Thresholds by sales volume
- Requirements
 - Disclosure of T&C
 - Provision of a statement of reasons for account termination and suspension, and changes in T&C
 - Measures taken to promote mutual understanding in transactional relationships for fair provision of platform services and complaints handling
- Approach
 - Co-regulation
 - Annual evaluation by multistakeholder approach



Effective communications with business users and regulatees

With business users

- Need to understand specific context
 - Close bidirectional communication
 - “Digital Platform Consultation Desks”
 - Challenges: cost and awareness raising
(positive effect of enforcement actions)
- Need to reach out to various business users
 - Hearings and online surveys
 - Challenge: tradeoff between quality and rate of responses

With regulatees

- Mutual understanding is key
 - Regulatory requirements
 - Risk governance styles and practice
 - e.g. risk of fraudulent activities
 - e.g. use of automated tools
 - Structure of value chain and commercial practice
 - e.g. complicated digital ad industry
 - e.g. CPM v. CPC