



THE ISO CONSUMER UPDATE – APRIL 2026

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47th COPOLCO plenary week 25 to 29 May in Haikou, China

China, 25-29 May 2026

47th COPOLCO plenary and workshops



The 47th COPOLCO Plenary and Workshops will be hosted by the SAC in Haikou, Hainan Province, China, from 25 to 29 May 2026. This year's event features a diverse range of sessions and adopts various professional interactive formats.

The COPOLCO Leadership and SAC look forward to welcoming you to Haikou for an inspiring week that will equally include activities exclusive to COPOLCO delegates (the Plenary) and public sessions. We are excited to welcome you to the 2026 Plenary week and strongly encourage you to register as early as possible.

About the plenary venue

The meeting sessions will be held in person (with remote access possible) at Grand Hotel Haikou (Managed by Accor), 256 Binhai Road, Xiuying District, Haikou, Hainan Province, China.

For hotel reservations and visa related arrangements, please visit these links:

[Hotel information](#)

[Visa request form](#)

For further information and registration click [here](#).

Message from ISO/COPOLCO Chair



Since the beginning of 2026, Dr. Eunsook Moon has continued to emphasize the role of COPOLCO as a strategic bridge between policy, standardization, and implementation, as well as the importance of consumer perspectives in shaping globally relevant and trusted standards.

In January 2026, Dr. Moon engaged with the ASEAN Committee on Consumer Protection (ACCP), contributing to discussions on digital consumer protection, product safety, and regional cooperation. The dialogue identified shared challenges across ASEAN Member States, including cross-border enforcement gaps, capacity disparities, and the rapid transformation of digital markets. It also highlighted the need for practical approaches to support policy implementation and explored opportunities for cooperation, particularly in capacity-building and strengthening consumer participation in standardization.

In February 2026, Dr. Moon chaired the COPOLCO Chair's Advisory Group (CAG) meeting, which focused on the effective functioning of the committee, review of progress of ongoing work, and coordination across activities. The meeting supported coherence, continuity, and a forward-looking approach in COPOLCO's work. Also in February 2026, Dr. Moon took part in ISO governance meetings, including the ISO Strategy and Policy (SP) meeting and the ISO Council. These discussions addressed the implementation of ISO Strategy 2030, as well as stakeholder participation, cooperation with other organizations, strategic matters related to technical activities, governance, and financial and operational issues. Progress on the ISO Stakeholder Engagement Project, for which the COPOLCO Chair serves as Steering Committee Chair, was also shared.

In March 2026, Dr. Moon participated in capacity-building activities on standardization in Cambodia. She emphasized the importance of consumer participation in strengthening effective and inclusive standardization. She also met with the Director General of the Institute of Standards of Cambodia (ISC) to discuss capacity-building and knowledge-sharing, and encouraged greater participation of consumer representatives in standardization as well as active participation in COPOLCO.

Through these engagements, Dr. Moon continues to work to ensure that consumer perspectives are more effectively reflected in international standardization discussions and cooperation.

News from the world of consumers and standardization

ANEC - Position on Bedside Sleepers



There have been long-standing discussions in CEN/TC 207/WG 2 "Requirements for children's and nursery furniture" over whether or not bedside sleepers with only three sides should be covered by EN 1130 'Children's furniture - Cribs - Safety requirements and test methods'. This standard is currently under revision with active ANEC participation. A ballot was sent out within CEN/TC 207 'Furniture' to seek views on whether or not three-sided bedside sleepers should be included in the revision.

Following discussion and consultation with its child safety experts, ANEC replied it was not in favour of bedside sleepers with only three sides, both when the fourth side is permanently missing or is capable of being removed. Our view is that there are too many misuse modes to make bedside sleepers without a fourth side acceptable to be included in the standard, as the consequences of misuse can be serious. Any extension of the standard must ensure safety by design and not rely solely on user instructions.

BOTSWANA - Advancing Consumer Protection Using International Standards

The Botswana Bureau of Standards (BOBS) continues to advance consumer protection through the adoption, promotion, and practical application of International Standards, particularly in areas related to product safety and Personal Protective Equipment (PPE).

As part of its consumer engagement and education efforts, BOBS recently hosted a public Facebook Live session focused on ISO and Botswana Standards for PPE, including protective gloves and occupational footwear. The session aimed to raise awareness on the role of standards in safeguarding health and safety, while empowering consumers, employers, and small businesses to make informed decisions when selecting and using PPE.

Delivered in a simplified and consumer-friendly manner, the session explained how PPE standards define minimum safety requirements, performance levels, and appropriate use. Key topics included distinguishing between different types of PPE, understanding hazard-specific protection, identifying compliant products, and addressing common misconceptions, such as the assumption that one type of PPE can protect against all hazards. A live question-and-answer segment enabled direct interaction with consumers and provided insights into common challenges faced in PPE selection and procurement.

As a direct outcome of these interactions and similar engagements, BOBS developed a Guideline on the Selection and Procurement of Personal Protective Equipment. The guideline translates requirements from relevant International Standards into practical guidance that can be easily applied by consumers, employers, procurement officers, and small enterprises. It supports informed purchasing decisions, promotes the use of fit-for-purpose and compliant PPE, and reduces the risk of exposure to substandard or inappropriate products. This initiative provides clear evidence of the impact of International Standards at the consumer level. Through awareness activities and the resulting guideline, International Standards have been transformed into accessible tools that improve understanding, strengthen consumer confidence, and enhance safety outcomes. By leveraging digital platforms and practical guidance documents, BOBS has reinforced the role of standards as an effective mechanism for consumer protection and public safety in Botswana.

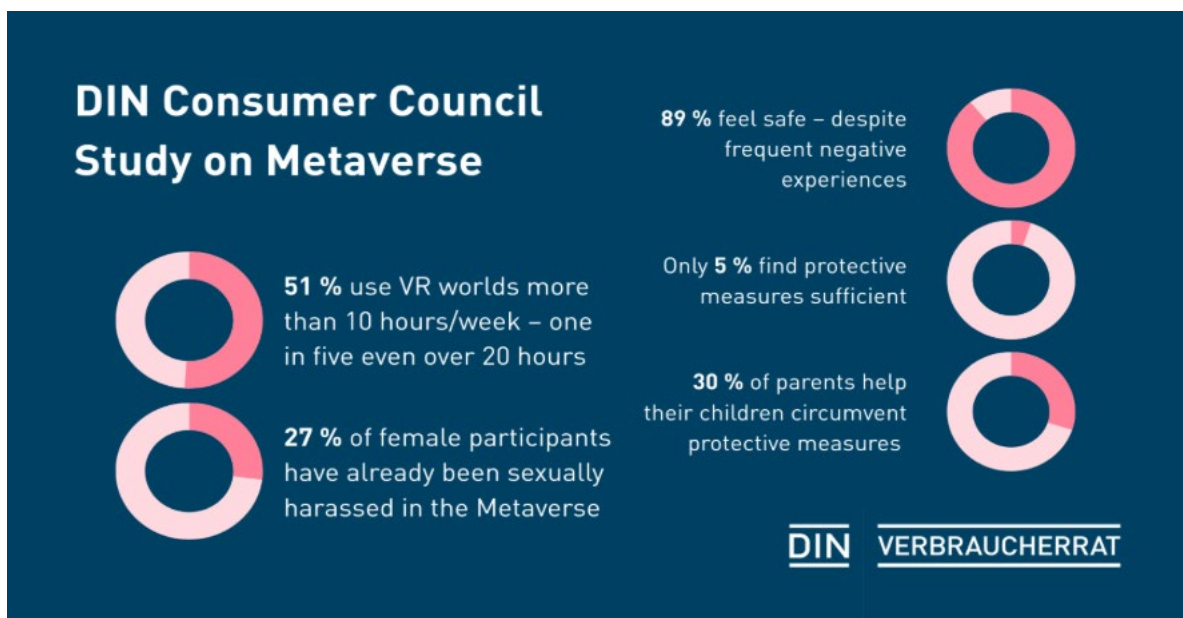
GERMANY - New Study on Consumer Protection in the Metaverse and Extended Reality



Although the Metaverse and Extended Reality (XR) technologies are becoming increasingly widespread in consumers' everyday lives, there has been very little research looking at these environments from the perspective of users and their safety needs. The DIN Consumer Council (ger. "DIN-Verbraucherrat") has tried to address this gap by commissioning a study titled "Metaverse and Extended Reality: Consumer-oriented Design for Safe Use" (January 2026), conducted by the ConPolicy Institute for Consumer Policy and funded by the German Federal Ministry of Justice and Consumer Protection (BMJV). What makes this study distinct is its empirical, consumer-centered approach. It combines a systematic literature review, a legal analysis of German and EU law, online focus groups with XR users and their family members, quantitative surveys with 410 participants, and an expert workshop bringing together experts from consumer protection, data privacy, youth protection, addiction prevention, technology and regulation.

Key Findings

The study examines five risk areas for consumers: data protection, mental health and addiction, harassment, physical side effects (e.g. motion sickness), and questions of accessibility, inclusion and market concentration.



The study's own survey shows that at least 50% of users have either experienced themselves or know someone affected by trolling, extremist content, discrimination or cyberbullying, and 27% of female users have experienced sexual harassment in virtual reality (VR) worlds.

The study's analysis further shows that VR technology captures highly sensitive biometric data, from facial expressions and eye movements to body motion patterns. Movement data alone is so distinct that it can be

compared to a fingerprint and used to clearly associate data to an individual. At the same time, platform privacy policy statements can run to more than 100 printed pages, making it practically impossible for users to read them in full, let alone understand them easily.

At the same time, 89% of users feel safe in virtual worlds and do not express significant concerns for their own safety, despite having had negative experiences. Only 5% consider existing protective measures sufficient. This gap between real risks and low risk awareness points to the need for systemic safeguards rather than relying on individual vigilance alone.

Implications for Standardization

Existing EU legislation such as the GDPR, the Digital Services Act and the Cyber Resilience Act provide a foundation, but the study finds that these rules are not yet tailored to the specific challenges of immersive environments and face significant enforcement difficulties on international platforms. The study concludes that consumer protection in the Metaverse requires a combination of legislation, corporate self-regulation, and standardization. Standards can help translate legal requirements into concrete, technical specifications. Key areas identified include privacy-by-design, youth protection mechanisms, avatar identity protection, and platform governance.

At the international level, ISO/IEC JTC 1/SC 24 "Computer graphics, image processing and environmental data representation" is already working on Metaverse and XR standardization. The DIN Consumer Council participates with two voluntary consumer experts in both the German mirror committee and the international work, ensuring the consumer perspective is included during this formative phase.

Resources

The full study report (German and English) and a fact sheet summarizing the key findings and recommendations are available at: <https://www.din.de/en/about-standards/benefits-for-consumers/din-consumer-council/news/metaverse-study-1266538>

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SLOVENIA - Coordinated Approach to Consumer Protection

Strengthening of consumer protection: legislation, standards and practice

Consumer protection is the cornerstone of modern society. Consumers, in particular vulnerable groups like children, older persons and persons with disabilities, need assurance that the products and services available for their use are safe and of high quality. In Slovenia, recent developments show how legislation, standards, market surveillance and consumer awareness can work together to build a connected and coordinated system of consumer protection.

Safe products as the cornerstone of consumer rights

A high level of consumer protection begins with product safety. Slovenia has reinforced its horizontal legal framework through the national act implementing Regulation (EU) 2023/988 on General Product Safety. Its objectives are to ensure that consumers have effective means to exercise their right to safety on one side, and

to equip market surveillance authorities with appropriate enforcement tools on the other. These requirements apply regardless of the sales channel, for products sold in physical stores and for products sold online. Further, the EU rapid alert system Safety Gate supports the framework by enabling information exchange between Member States and the European Commission concerning products that pose risks to health and safety.

New rules for enhanced transparency

Since 2023, a revised Consumer Protection Act has been in force, significantly strengthening consumer rights, especially in the area of e-commerce. The updated framework includes:

- mandatory indication of the lowest price for the last 30 days when promoting discounts,
- prohibition of false online reviews and obligation to provide information on consumer review verification,
- clearer rules regarding digital content and subscription contracts,
- simplified online termination of automatically renewable service contracts,
- obligations for online marketplaces to ensure transparency regarding whether the seller is a trader or a private individual, and responsibilities for the products or services they offer.

The measures in this Act reinforce trust by promoting transparency and fairness and reduce the risks associated with misleading commercial practices.

Modernized legislation concerning food and feed safety

In 2025, In 2025, Slovenia updated and consolidated a significant [package of legislation on agriculture and food](#), focussing on public health protection, improvement of market transparency and prevention of misleading and unfair trading practices.

The new framework enhances the responsibilities of food producers, processors and distributors. Stricter control mechanisms and sanctions are foreseen for cases of non-compliance or risks to health. This shift strengthens accountability across the supply chain and ensures that consumer interests remain central.

To be effective, however, legislation must be complemented by robust technical standards. These tools help legal requirements become operational and enforceable. International, European, and national standards support operators across the supply chain as well as market surveillance authorities. They ensure a unified understanding of safety, quality, and compliance requirements, which is essential for the effective functioning of the food and feed market and for consumer protection.

As the national standards body, the Slovenian Institute for Standardization (SIST) plays a key role in adopting European and international standards into the national system. Cooperation with standards organizations such as ISO, CEN and others ensures alignment with globally recognized requirements for safety, quality and conformity assessment.

Among the standards of particular relevance to consumer protection are:

- **SIST EN ISO 22000:2018** – Food safety management systems — Requirements for any organization in the food chain,

- **SIST EN ISO/IEC 17025:2017** – General requirements for the competence of testing and calibration laboratories,
- **SIST EN ISO/IEC 17065:2012** – Conformity assessment — Requirements for bodies certifying products, processes and services.

These standards contribute to consumer confidence because they enhance testing, certification and food quality and safety.

Digital solutions in support of healthier choices

Consumer empowerment increasingly relies on digital solutions. To mention an example, the Jožef Stefan Institute is working on advanced tools to support informed dietary choices such as a mobile application developed in cooperation with the Nutrition Institute and the Consumers Association of Slovenia.

European standards for food classification (CEN/TC 387), national dietary recommendations and the EU's regulatory frameworks on data governance and artificial intelligence (<https://digital-strategy.ec.europa.eu/en/policies/data-act>) are taken into account for the development of these tools.

Bringing standards closer to the public

In 2025, the Slovenian Institute for Standardization (SIST) published several educational and informational podcasts aimed at the general public, businesses and consumers. The episodes are available on multiple online platforms (SIST website, SIST YouTube Channel, Facebook, LinkedIn). In one episode, dr. Mira Kos Skubic, Chair of the SIST Consumer Protection Committee, highlights the importance of standards in practice. She discusses consumer rights and protection, product and food safety, and how standards support product labelling, quality and comparability. The added value of the episode lies in its practical, real-life examples that help listeners understand how standards affect everyday life.

Accessibility as an integral part of quality

Accessibility is increasingly understood as a key part of overall product and service quality. The European standard SIST EN 301 549 specifies accessibility requirements for information and communication technology, helping ensure that websites, mobile applications, digital products, and related services can be used by everyone, including people with disabilities. Thus, digital services become more operable, understandable, robust, and accessible for a wide range of users, from older persons to people in challenging environments.

The standard normatively references the Web Content Accessibility Guidelines (WCAG) for web and mobile content and supports the implementation of the United Nations Convention on the Rights of Persons with Disabilities.

Consumers with impairments (sensory, physical or cognitive) gain the possibility of independent and secure use of ICT without requiring special adaptations or third-party assistance. This includes access to online services, mobile applications, digital television services, e-books, e-government services and customer support services.

Also in general, accessibility principles set out in this standard enhance usability for the wider population (such as older consumers, persons with temporary limitations and users in hearing- and visually-challenging environments). In this way, the standard helps reduce the digital divide. Further, it also directly supports the implementation of the United Nations Convention on the Rights of Persons with Disabilities (CRPD).

From the perspective of ISO's consumer policy work, led by its dedicated committee ISO/COPOLCO, accessibility is not an optional add on but an intrinsic expectation of product and service quality. It is an essential component of safety, quality and inclusiveness in the digital marketplace.

By applying standards such as SIST EN 301 549, consumers throughout Europe gain equal access to and participation in the digital society. Its consistent implementation reinforces core consumer policy priorities, combining the protection of fundamental rights with higher market quality and the longterm development of technologies that are inclusive by design.

Life free from hazardous chemicals

The Consumers Association of Slovenia is actively involved in the ToxFree LIFE for All project, which aims to raise awareness among consumers and decision-makers and to provide evidence-based information on the health impacts of hazardous chemicals.

A significant component of the project involves extensive testing of consumer products, including items in which hazardous chemicals would not normally be expected. These include, for example, textiles and electronic accessories, where the presence of substances such as bisphenols was detected during the testing of more than 120 models of underwear products. The products were purchased from different markets and through various sales channels, with prices ranging from just a few euros to several tens of euros. The conclusion is clear: the presence of bisphenols depends primarily on the material used and is less likely to be high in underwear made from natural materials such as cotton.

Another part of the testing focused on the chemical content of earplugs. The results were surprising, as traces of chemicals were detected in most of the tested items, regardless of whether they were produced by renowned high cost brands or by lesser known brands sold on online marketplaces. Fewer chemicals were found in earplugs designed for children and in those made from materials containing a higher proportion of metal components.

The Consumers Association of Slovenia is continuing its testing of chemical residues in other products, including children's T shirts with UV protection and sports T shirts for adults. The testing will also assess the shedding of microscopic polymer particles, as the materials examined are predominantly synthetic.

Although the project focuses on consumers and decision makers in Central and Eastern European member states (Austria, the Czech Republic, Slovakia, Hungary, and Slovenia), its conclusions extend far beyond these countries and feed into wider European advocacy efforts. Together, these activities show how consumer organizations add value to existing legislation and standards by conducting independent tests, raising awareness, and engaging directly in policy debates.

Repairability and material efficiency: from European to global level

Following the adoption of the SIST EN 45554 standard, which provides regulators and standardization bodies with a methodology for assessing the repairability of energy related products, the dimension of material efficiency is now also being addressed at the international level. Discussion within the IEC technical body IEC/TC 111/WG 23 about the second part of the IEC 636832 standard and the defining of methods for assessing product durability are currently subject of extensive and dynamic debate, particularly regarding terminology and the evaluation of repair accessibility.

A representative of the Consumers Association of Slovenia participates actively in this process as a delegate of ANEC, the European consumer voice in standardization. Participation in the development of a global standard is important, as the document may eventually be adopted at European level or serve as a basis for future European standards.

Conclusion

Slovenia's recent developments in the area of consumer protection show the importance of an integrated approach. From product and food safety to digital accessibility, chemical safety and repairability, such initiatives share a common objective: to ensure a safe, transparent and fair marketplace.

Standards are not merely technical documents. They are a bridge between policy objectives and everyday life. Legislation sets the framework, standards provide technical solutions, authorities ensure enforcement, and research and consumer organizations contribute evidence and awareness – all these measures together put together ultimately improve the quality of life, strengthen consumer trust and support sustainable development.

Slovenia's recent developments in consumer protection highlight the value of an integrated approach. From product and food safety to digital accessibility, chemical safety, and repairability, these initiatives share a common goal: a safe, transparent, and fair marketplace.

Standards are not merely technical documents; they represent a bridge between policy objectives and everyday life. Legislation establishes the framework, standards translate it into practical technical solutions, authorities ensure enforcement, and research and consumer organizations contribute evidence and public awareness. Together, these elements improve quality of life, strengthen consumer trust, and support sustainable development.

CANADA - Participates in Development of Two Key Standards Under ISO/PC 343

ISO/PC 343 Sustainable development goals management is completing the development of two key standards which are relevant to consumers. Some members of the Canadian MC to ISO/COPOLCO took part in this work. The two standards will support the use of the SDGs and their integration into organizational best practice. It will also ensure build out a trust system that supports over initiatives. For consumers this has benefits when buying or selling or using the products and services of an organization.

ISO/UNDP FDIS 53001 Management systems for United Nations Sustainable Development Goals (SDGs) — Requirements (Under development).

This International Standard specifies requirements for a Sustainable Development Goals Management System when an organization:

- Needs to demonstrate and enhance its work and performance towards the UN SDGs.
- Seeks to manage its responsibilities in a systematic manner that contributes to the pillars of sustainability.

Consistent with the SDG policy of the organization, the intended outcome of an SDG management system is to:

- Enhance the organization's performance.
- Fulfil compliance obligations.
- Achieve selected SDG objectives.
- Increase success.
- Create trust and confidence to relevant existing and future stakeholders.

ISO/UNDP DIS 53002 Management systems for the United Nations Sustainable Development Goals SDGs — Implementation guidance (Under development). This Draft International Standard (revision of Edition 1) is in the enquiry phase with ISO members.

New publication on ISO - Stakeholder engagement guidance



For a long time, consumer groups have been severely underrepresented in standards development, leaving their voices unheard and weakening the inclusiveness and applicability of standards — this is the core reason for this revised guidance. Effective stakeholder engagement is key to delivering the ISO 2030 Strategy; diverse stakeholder input ensures inclusive, authoritative and globally relevant standards while upholding the credibility of the standardization system. This brochure offers practical guidance to national standards bodies, ISO committees, working groups, and liaison organizations on how to identify, engage, and meaningfully involve a

diverse range of stakeholders throughout the standards development process. [Download the publication in herehttps://www.iso.org/publication/PUB100269.html](https://www.iso.org/publication/PUB100269.html)

Other news from ISO

In January 2026, Dr Khaled Soufi, Chairman of the Egyptian Organization for Standardization (EOS), begins his term as President of ISO.

In January 2026, Dr Khaled Soufi, Chairman of the Egyptian Organization for Standardization (EOS), began his term as President of ISO. In this inaugural message, he sets out a vision of ISO as a platform for collaboration and inclusion, and International Standards as key enablers for accelerating innovation and sustainable development.

In these times of rapid transformation and rising uncertainty across the world, International Standards matter more than ever. They provide consistency in the face of change, authority in the face of doubt and unity in the face of fragmentation.

Standards facilitate the flourishing of innovation by providing frameworks and mechanisms that ensure products, services and systems meet measurable quality criteria. This makes them powerful catalysts for international trade, establishing a common language that generates trust and promotes interoperability, supporting sustainable and equitable development worldwide.

His vision for ISO is clear: to ensure that ISO remains a central pillar of multilateral cooperation, reinforcing the pivotal role of standards in advancing sustainable progress and the digital innovation that is shaping all our futures. Here are some of the ways we will bring this vision to life.

[See more information](#)

International Standards at the heart of development: ISO joins the World Bank in launching the World Development Report 2025

On 12 December 2025, ISO joins the World Bank to mark the official launch of the World Development Report 2025: Standards for Development. For the first time in its 45-year history, the World Bank's flagship report is dedicated to the role of International Standards.

The report underscores that standards – often unseen and underappreciated – are in fact foundational infrastructure for economic development, trade, innovation, and sustainability.

The global appetite for standards has surged in recent years, with a growing understanding of the crucial role of standards in economic growth. To date, ISO has created a portfolio of 25,000 standards, reinforcing their importance as strategic assets providing access to global markets.

Despite the fact that there is immense opportunity for strengthening global participation and cooperation in the development of International Standards, one of the main findings of the report is that many developing countries face economic and institutional constraints that limit their ability to participate in the process.

ISO Secretary-General Sergio Mujica said the World Bank's decision to dedicate the 2025 World Development Report to standards sends a powerful signal.

"International Standards are no longer invisible infrastructure – they are critical enablers of sustainable, inclusive development," Mr Mujica said.

"Unlocking the full development potential of standards means ensuring all countries can participate in their creation and implement them. This report is a timely call to action to support broader, more strategic participation, ensuring that standards are globally relevant and reflect diverse development needs and contexts."

"ISO has a proven track record in providing capacity building support, and we call on the global community to join us to do more to support developing countries to benefit from International Standards."

Indermit Gill, Chief Economist and Senior Vice President for Development Economics at the World Bank, said, "Standards are both central and unsung today. When they're set right, they go unnoticed: the ship sails through the canal, the building withstands an earthquake, a kilogram weighs the same in Kenya as in Canada, and no one gives the gains that come a second thought."

"The standardized shipping container might well have catalyzed more trade in manufactured goods than all the noisy trade negotiations put together. Digital standards could do the same for the services trade."

"When countries are active in adapting, aligning, and authoring standards, they are a powerful tool for growth and poverty reduction. This report is the first assessment of the role of standards in economic development and a call to developing nations to make them a core component of their development strategies."

The World Development Report 2025 provides the first comprehensive analysis of the global landscape of standards today. It outlines how countries can use them to accelerate economic development, providing a practical policy framework for countries at all stages of development.

The report proposes a progressive framework: adapt–align–author. For countries at an early stage of development, the smartest course is to adapt International Standards to suit domestic conditions as needed. At more advanced stages, they should aim to align domestic markets with International Standards. At all stages, countries should author International Standards in priority areas in which they have developed the requisite expertise.

ISO emphasizes that any country has full and equal opportunity to engage in the development of international standards through its national standards body. By increasing participation and strengthening national capacity to adopt and implement standards, countries can unlock new avenues for innovation, investment, and sustainable growth.

The report's recommendations around support for capacity building and participation mirror long-standing priorities in ISO's global strategy.

The launch of the report marks the beginning of a broader conversation on how to maximize the power of standards in achieving development goals. ISO will carry forward the momentum in January 2026 through activation events co-hosted with the World Bank.

[See more information](#)

Resources and Publications

NORWAY - Breaking Free: Pathways to a Fair Technological Future

Digital products and services keep getting worse. A new report from the Norwegian Consumer Council (Forbrukerrådet) shows how this phenomenon – known as enshittification – affects both consumers and society at large, but that it is possible to turn the tide.

➤ **May I speak to a human?**

Your Facebook and Instagram feeds are overflowing with scams and fraudulent ads. Your Google searches are being filtered through artificial intelligence, making search results less accurate or outright wrong. You have to pay a subscription fee to remotely heat up your car. Snapchat is demanding money to keep storing your memories. And when you try to complain about your smart speaker that no longer works, you are forced to argue with a chatbot.

Finn Lützow-Holm Myrstad

director of digital policy in the Norwegian Consumer Council

Many people have the feeling that digital services are simply becoming a little bit worse, and it's not just something you're imagining. The changes are the result of deliberate choices, as a part of a process called "enshittification". Enshittification often happens through a myriad of small changes that may, in isolation, seem trivial. Cumulatively, they ruin products and services, exploiting both consumers and third-party businesses in the pursuit of profit. Eventually consumers feel locked in because there are no real alternatives. Digital memories, data, functionality, and even connected devices are being controlled by companies that can make any changes they want, at any time. Many of us end up feeling powerless.

➤ **What is enshittification?**

«Too big to care»

In the new report *Breaking Free: Pathways to a fair technological future*, the Norwegian Consumer Council has delved into enshittification and how to resist it. The report also shows how and why enshittification has become the norm for Big Tech companies.

Myrstad refers to Meta as an example, the owner of services such as Facebook, Instagram and WhatsApp. According to Reuters, Meta estimates that ten percent of the company's annual revenue comes from fraudulent ads on its services – amounting to a dizzying 16 billion dollars.

Meta is earning billions from consumers being scammed. Even if the company gets fined – a process that takes years – the fines we have seen so far only amount to a fraction of these profits. In other words, Meta has no incentive to solve the problem. Meanwhile, the company doesn't lift a finger to help its users, whether their profiles are misused in the scam ads, or they fall victim to the scams, Myrstad says.

It's not too late!

The ongoing enshittification trend is not inevitable; luckily for us, enshittification is not a natural law, Myrstad emphasizes:

“Technology must work for people”

We must take power from the large digital platforms and give it back to users, innovators, and society. It's not too late to turn the tide. Technology can be a power for innovation and societal good, but only if we make sure that it serves us, not just the largest companies.

In the report, the Consumer Council suggests concrete measures to help rebalance power between consumers and digital service providers:

- Stronger rights for consumers to control, adapt, repair, and alter their products and services,
- Interoperability, data portability, and decentralisation as the norm, so the threshold for moving to different services becomes as low as possible,
- Deterrent and vigorous enforcement of competition law, so that Big Tech companies are not allowed to indiscriminately acquire start-ups, competitors or otherwise steer the market to their advantage,
- Better financing of initiatives to build, maintain or improve alternative digital services and infrastructure based on open source code and open protocols,
- Reduce public sector dependence on big tech, to regain control and to contribute to a functioning market for service providers that respect fundamental rights,
- Deterrent and consistent enforcement of other laws, including consumer and data protection law.

See more information

- Full Report Download: [click here](#)
- Official Campaign Homepage: [click here](#)
- Webinar Video on YouTube: [click here](#)
- Webinar Video on Vimeo: [click here](#)

CANADA - Accessibility Standards Canada

Accessibility Standards Canada develops accessibility ranging from Digital services, AI to daycare It also funds and publishes research papers on matters related to vulnerable populations. There committees and staffing are largely made up of persons with disabilities. They have done a phenomenal job of engaging with persons with disabilities to ensure “All voices heard”. The CEO of ASC is a member of the ISO/COPOLCO WG 22 and also of the Canadian ISO/COPOLCO mirror committee.

ASC is a place where people with disabilities...

- Lead innovative work and create impact for all Canadians and others across the world
- Ensure that “Nothing Without Us” is embedded in everything we do and at every stage of the standards development process



ASC by the numbers since 2020

- 13 published standards and technical guides
- 35+ standards under development
- Over 4,000 comments on draft standards
- More than 40,000 people involved in over 100 research projects funded (majority of community groups)
- 14 technical committees comprising approximately 200 people selected from more than 1,400 applications received across multiple recruitment campaigns
- 734 requests to the Centre of Expertise
- 9 MOUs with provinces and territories



CANADA - OPC examines websites and apps used by children as part of global privacy sweep

The Office of the Privacy Commissioner of Canada issued a news release on March 25, 2026. This relates to a global privacy sweep coordinated by Canada, the United Kingdom and the Bailiwick of Guernsey by 26 data protection and privacy authorities looking at the of protecting children's privacy online. The News release is included below. Here are the links to the OPC website and to the report. This highlights the importance of consumer protection in this area. The chair of the Canadian Mirror committee is a member of the OPC advisory group and also the chair of the Canadian MC to ISO/IEC JTC1 SC 44 Consumer Protection – Privacy by design for consumer goods and services.

The Privacy Commissioner of Canada, along with 26 data protection and privacy authorities from across Canada and around the world, has concluded a global privacy sweep that highlights how child-friendly practices on websites and mobile applications can protect children's privacy online.

The sweep was coordinated by the Office of the Privacy Commissioner of Canada (OPC), the United Kingdom Information Commissioner's Office, and the Office of the Data Protection Authority of the Bailiwick of Guernsey.

Participants in the Global Privacy Enforcement Network sweep examined how nearly 900 websites and apps collect children's personal information and looked at issues such as transparency about privacy practices, use of age-assurance mechanisms, and the application of privacy protective controls to limit data collection.

The sweep was similar to one conducted in 2015, allowing participating authorities to compare how online services have protected children and used their data over time.

Overall, sweep participants observed good practices to protect children and their personal information, such as notifications advising children not to use their real names or upload images, as well as having location sharing disabled by default.

Sweep participants also noted practices that raised concerns about children's privacy, and that suggest that some risks may have increased over the last 10 years. For example, compared to 2015, more online services used by children now require users to provide their personal information to access the full functionality of the platform. In addition, more platforms indicated in their privacy policies that they may share personal information with third parties.

The sweep also found that the use of age-assurance mechanisms to restrict children's access or interaction with online services had increased. However, participants found that such measures were often easily circumvented – a particular concern in instances where websites and apps had inappropriate content or high-risk data processing and design features for children.

The sweep supports Privacy Commissioner of Canada Philippe Dufresne's strategic priority of championing children's privacy.

See more information

OPC news release: [Click here](#)

OPC Sweep report: [Click here](#)

Member and partner events

Consumers International – World Consumer Rights Day 2026



March 15, **World Consumer Rights Day** 2026, hosted by Consumers International alongside its global members and partners, centers on the theme "Safe Products, Confident Consumers", highlighting global consumer product safety risks and rallying collective action to protect consumer rights.

Against complex global supply chains and booming e-commerce, unsafe goods—from children's toys and electronics to medicines and daily essentials—spread rapidly worldwide. Product safety is a fundamental human right to life, health and security, not just a regulatory issue; stronger enforcement, cross-border collaboration and joint efforts between governments, businesses and consumer groups are critical to address this crisis.

ISO International Standards are deeply embedded in daily life, safeguarding consumers in tangible ways rather than being empty words. As one of ISO's three core policy committees, COPOLCO prioritizes consumers in every standard developed, building robust safeguards for global shoppers.

Key standards drive consumer protection: ISO 10377 and ISO 10393 oversee product safety and recalls for daily goods; ISO 31700 enforces privacy-by-design to secure personal data in smart cities; ISO/IEC guides and ISO 22458 promote transparent, inclusive and fair shopping experiences for all consumers.

ISO standards elevate consumer safety daily. This World Consumer Rights Day 2026, stakeholders will keep advancing standard implementation to build a safer, fairer global consumption ecosystem.

When Women Shape The Rules, Consumers Benefit

March 8, 2026 was [International Women's Day](#), and it shares a vital mission with World Consumer Rights Day: both highlight that inclusive governance strengthens global markets and consumer welfare. When women take full part in standards development and economic decision-making, consumer protection systems grow more focused, relevant and credible—and better protection makes markets work for everyone.

Data from Nielsen (2024) confirms women drive 70–80% of global consumer spending. As primary household decision-makers, key users of health and financial services, and critical contributors to small businesses, women hold immense purchasing power, yet they remain underrepresented in global standard-setting bodies, creating dangerous blind spots that ignore real consumer needs.

Without women's lived experiences, standards frequently overlook gender-specific safety and usability risks; early product designs relying solely on male data are a clear example of this gap. The ISO/TC 338 technical committee proves how inclusion fixes this: led by women, it developed unified global standards for menstrual products, aligning safety testing and quality rules to deliver consistent, safer choices for consumers worldwide.

Full female participation in standard-setting elevates standards themselves, building stronger consumer trust and fostering fairer, more stable global markets for all.

[See more information](#)

Consumer product safety: New global principles adopted at UN

On 15 December, the UN General Assembly adopted a landmark resolution establishing the first-ever United Nations Principles for Consumer Product Safety.

The principles affirm the right of all consumers to safe, non-hazardous products, sold online and offline, in line with the United Nations Guidelines for Consumer Protection.

They underscore that businesses bear the primary responsibility for product safety throughout a product's entire life cycle.

They also empower public authorities to conduct risk assessments, order recalls, remove unsafe listings from online marketplaces, and share safety alerts across borders.

Crucially, the principles provide a flexible, non-trade-restrictive framework that helps 193 UN Member States strengthen domestic laws, improve enforcement, protect vulnerable consumers, as well as align product safety with sustainable consumption and circular economy objectives.

[See more information](#)

To find out more

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