# ACCANect 2018

**Session 4: 10:00 – 10:10am**

**Keynote – Fairer Digital Environment**

**Introduction: Teresa Corbin, CEO, ACCAN**

**Presenter: Amanda Long, Director General, Consumers International**

**ACCAN is excited to welcome back Amanda Long, Director General, Consumers International, to deliver a video keynote update about the organisation’s work to help build trust in the digital world.**

JULIE McCROSSIN: Ladies and gentlemen, we're looking at the fairer digital environment and please welcome Teresa to introduce it. (APPLAUSE)

TERESA CORBIN: Good morning everyone, what an amazing start

to the event today. So Consumers International is an organisation

that ACCAN is members of. It's an international organisation that

has 200 members across the globe that are all working towards

better consumer rights and they have a very active participation in

the OECD and regularly meet with the G20 which is fantastic from

our perspective. But for the last three or four years they've had

a big focus on digital consumers, which is very good for us and next

year on World Consumer Rights Day, March 15 it's actually going to

focus on the Internet of things. That's a promo there. Amanda

Long, who's the Director-General of Consumers International and

she's prepared a message for us from London.

AMANDA LONG: Hi, my name is Amanda Long. A Director-General

of Consumers International, a membership organisation for

consumer groups around the world. I'm pleased to say ACCAN is

one of our board members. I'm very proud to be able to speak at

your annual conference which this year's theme Confidence in the

Connected World resonates completely with what we've been doing

recently here at Consumers International. As I'm sure you've been

discussing today, our world is becoming increasingly digitalised and

technology is transforming consumers' lives. At Consumers

International we want to see everyone reap the benefits,

opportunities and advancements of the digital economy and society.

However for this to happen, digital developments need not just to

be available to more people, but trusted enough to be integrated

into people's every day lives. We want to see a digital world that

consumers can trust, where access, opportunity, participation and

innovation in digital technology flourish for everyone. To achieve

this, we've developed a digital change agenda, the overarching aim

of which is to see consumers get the best economy and society

without compromising on quality, care and fair treatment. We will

achieve this through our three digital impact areas. So these are

number one, online participation. Digital is fast becoming the

default way of working and accessing essential services, being

offline or poorly connected whenever you are in the world has

a major impact on participation. The second impact area is about

connected consumers. As more types of smart by default devices

and services become mainstream for services, security and privacy

issues are multiplied. And the third impact area is the digital

marketplace. High use of online retail, sharing platforms and digital

content subscription services have transformed the way the

consumers around the world purchase. We need to make sure that

they're safe, fair and sustainable for all. An example of our strategy

in action was at the recent G20 consumer summit which was

co-hosted alongside the Argentinian Government who held the

presidency of the G20 this year. At the summit, we highlighted the

issue of the safety of connected children's toys and products. As

I'm sure you know, connected devices have the potential to benefit

many children as well as their parents and their carers, but it's our

role as consumer experts to ensure those products are created with

safety and privacy in mind. Inappropriate marketing practices, low

data protection are a few key issues highlighted in recent research

by our fellow consumer organisations. So we used the opportunity

at the G20 to put the issue of safety of these products on the

international stage and drive awareness amongst key stakeholders.

At the event, we signed a collective statement calling on companies

and regulators to address these issues of safety or privacy and

create toys and products that don't put children at risk. As well as

bringing together key experts to discuss possible solutions, we

created a short spoof advert to ensure people really understood the

issues that we're talking about. "Huggy Bug your family" has been

watched over 100,000 times on Facebook and YouTube with a high

level of engagement online especially by parents. Let's have

a watch of it now.

>> Introducing the Huggy Bug, your snuggly buggly friend. He

connects to the Internet and is 100 per cent hackable. He can be

controlled by total strangers online. They can watch your child from

the comfort of their home. Huggy Bug's built-in microphone means

he can record all of the family secrets, because he never, ever stops

listening.

>> My account number 1270...

>> But it's not just criminals who profit, we do too by selling your

data. Huggy Bug loves to talk. He comes with a range of messages

to sell and tell your child about all the wonderful things they need.

Huggy Bug your family today. Each Huggy Bug comes with a really

long contract you'll never read and available across the world at all

major online outlets. (APPLAUSE)

AMANDA LONG: You can find it on our Facebook

page if you want to share with others and we'd really appreciate if

you did. We used this emotive issue of children's products as a way

to draw attention to the wider issues of security and privacy in the

Internet of things. It's not just children that deserve safe, secure

and private connected products and we'll be using the momentum of

the G20 event and the success of Huggy Bug to call for action in all

areas of the Internet of things. Of course, as well as being

protected for risks that come from insecure data or the consumer

harm of invasive marketing, Consumers International believes

consumers should be empowered to get the most out of their data,

data which is either about them or which they've created. Similarly,

as well as strengthening consumer protection around data, by

amending the Australia Privacy Act 1988 to include mandatory

breach notice to customers we've been interested in the new

consumer rights data introduced by the Australian Government

which aims to help consumers be empowered to achieve more with

their data. This general right backed by Federal investment will

enable customers to share their transaction, usage and product data

with service competitors and comparison services if they choose to

do so. Similar schemes are in other places such as the UK data

scheme, France and US blue button have all sought to unlock the

potential for data created by or about consumers for their own

benefit. Crucial to this is having safe and trusted systems through

which data can be transferred and put to work and a way of

verifying third parties who will help drive competition through data

portability and analysis. We're also really proud of our work on our

global digital index. This index is an online collection of digital

policies and initiatives from across the world that each aim to help

people benefit from the digital world. We launched the global digital

index in May at (a) summit in Argentina and have since achieved

really positive feedback from members globally, from partners and

external policy experts all around the world. Different countries,

intergovernmental organisations, as well. The aim of the project

was to create research for policymakers, business and civil society

to help inspire the development of policies and practices that

promote consumer protection and empowerment in a digital

economy, nationally and across borders. Literally by thinking "Well

it can be done in other places, why can't we replicate those policies

in the countries where they do not exist? " At present, the index

holds around 200 consumer digital focus policies covering 10 policy

areas spanning the width and breadth of consumers' experience of

the digital economy from access and inclusion to address and good

business practice. The index reflects our belief that in a fast-moving

world where digital technologies are constantly evolving and

breaking down barriers it's important to share knowledge and

insights on how to deliver good policy and good practice. Please do

take a look at the index. Subscribe to the regular updates and input

new policy and regulate new developments you know of. It's

a living index and we want you to be a part of it. Thanks again for

having me speak today. I'm sure you'll find the Confidence in the

Connected World conference an exciting event.

JULIE McCROSSIN: A round of applause. As if she was here. It's

www.consumersinternational.org and it's best to be away from the

window where the traffic is and you'll already have noticed that soft

furnishings get rid of that echo sound. We're learning as we watch

all these interesting videos. Ladies and gentlemen, it gives me

great pleasure to introduce our final speaker before the morning tea

break who we've met at the rear of the room. Sean Edwards is the

chair of the regional telecommunications review, a review of

services in regional and remote areas of Australia and he's going to

update us on the scope of the review and how it's progressing. So

moving rapidly towards the stage, would you please welcome a man

about to sprint in a rural way. Just as he's coming, I'll mention that

my home is 10 minutes from central Sydney, much worse than my

reception in Wellington five hours west.