

Calls for clarification to ensure competitive neutrality

Swedish trade magazine Ehandel.se interviews Head of External Affairs Markus Lindblad about the Governments newly proposed measures to enhance consumer protection and modernize e-commerce and digital content regulations.

Lindblad welcomes the regulation, but asks for clarification that interpretation and supervision of the legislation should ensure competitive neutrality:

"It is obvious that consumers are in need of clear and correct information. However, it is important that the regulations are competition neutral and apply equally to all retailers, regardless of whether the sale takes place digitally or in a physical store. This applies not only to the design of the regulations, but also the practical supervision of the legislation".

Read the full article (in Swedish) [here](#).

Contacts

General inquiries

For general inquiries contact info@hayppgroup.com.

About Us

The Haypp Group is spearheading the global transformation from smoking to healthier product alternatives. With origins in Scandinavia our extensive experience from pioneering markets in smoke free alternatives, as well as being a leader in the e-commerce sector, we now fully take our vision to a global scale. With ten e-commerce brands, the Haypp Group is present in 9 countries where we serve more than 375 000 active and loyal consumers.

Attachments

[Calls for clarification to ensure competitive neutrality](#)