



ROYAL NORWEGIAN MINISTRY  
OF CHILDREN AND FAMILIES

*The Minister*

Commissioner Michael McGrath

Your ref

Our ref

Date

25/2695

4 September 2025

Dear Commissioner Michael McGrath,

Having regard to the ongoing consultation and call for evidence published by the European Commission on 17 July 2025, we would like to express Norway's support to the Commission's initiative to develop a proposal for a Digital Fairness Act.

To Norway, a particular concern is to ensure a high level of consumer protection for children. Norway previously submitted input to the Digital Fairness Fitness Check that contained recommendations on the following themes which we still see as relevant:

- Children should not be tricked, controlled or pushed into making choices primarily in a trader's interest
- Strict regulation of loot boxes and manipulative design in games
- Marketing and generative artificial intelligence
- Identification of marketing – clear enough for children, in context
- Effective and dissuasive enforcement, across sectors

Since we provided this input and the results of the Digital Fairness Fitness Check was published, the urgency of strengthening consumer protection of children has increased. Several measures are necessary in order to safeguard children's rights as they grow up in a digital society. We commend the efforts of the European Commission in addressing the need to protect children, including through effective implementation and enforcement of the Digital Services Act. We follow with interest the current broader discussions on age verification, age limits and other measures that are being discussed across the European Union institutions and Member States.

The consumer acquis remains an essential part of the framework to safeguard children's rights. Making sure the legislation is up to date and fit for purpose is key to protect children from commercial exploitation and consumer risks in the digital environment.

Following up on the well-established and close cooperation between the European Union and Norway in the field of consumer protection, we would like to share some additions to our input to the Digital Fairness Fitness Check. In particular, we have identified a need for increased protection of children in digital media, including social media and video games, from marketing of certain inappropriate products. We hope that our input will be helpful in the Commission's further work on a proposal for a Digital Fairness Act.

We fully support the Commission's efforts in developing a Digital Fairness Act proposal. We reiterate that a primary consideration should be the best interest of children, and encourage the Commission to include substantive strengthening of children's consumer protection.

We hope that our input may be of good use, and remain available to share further input, both in the course of the preparations of the proposal and after the proposal itself has been tabled.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Lene Vågslid', written in a cursive style.

Lene Vågslid  
Minister of Children and Families

Attachment: Norwegian non-paper: Input to the development of a proposal for a Digital Fairness Act