

## NEW CHALLENGES OF THE INFORMATION SOCIETY

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**ABSTRACT:** *Promoting consumers rights, prosperity and wellbeing has always been the core values of the European Union. It has already been recognized that these issues have effect on the economy. The European Union is now facing with new challenges. To achieve the development of the internal market, the main objectives between 2007 and 2013 are to ensure: the safety of goods and services, a fair and transparent market, the consumers the possibility of making informed and rational choices and the exclusion of unfair market practices.*

*These objectives serve another aim: to make EU a trusted destination from the rest of the world.<sup>1</sup>*

*What kind of process did make the EU act so? The data of a recent research (Eurobarometer n. 252<sup>2</sup>) can give the answer. The almost 500 million EU consumers' consumption represents 58% of EU GDP. This is the reason why they are called the "lifeblood of the economy". The study also shows that the growing of the cross-border retail market in the EU has remarkable signs, but the benefits of e-technology haven't been used efficiently.*

*In this current study the main "milestones" of the development of the information society will be summarized. Through representing the main legal provisions and projects concerning to this topic, the results and the future aspects of these strategies will be presented.*

**KEYWORDS:** *consumers rights, wellbeing, safety of goods and services, unfair market practices,*

**JEL CLASSIFICATION:** *K 00, K 32*