

The importance of standards for consumers - this time in the context of digital society services!

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underestimate the impact of standards.



The [Cabinet for Standardization](#), in close co-operation with the [Czech Consumer Association](#), and with the support of various institutions – in particular the [Czech Standardization Agency](#) (ČAS) and the [Quality Council](#) of the Czech Republic, has been working systematically for a long time to increase the visibility of standards in the everyday life of consumers.



For this purpose, in 2024 ČAS approved to fund the preparation of a web-based information campaign, including a study (situation analysis) entitled "DIGITAL SOCIETY SERVICES, INCLUDING ARTIFICIAL INTELLIGENCE: WITH STANDARDS FOR THE BENEFIT OF CONSUMERS AND THE MARKET".

The project deliverables emphasise consumer perspective on the issue; the study itself first provides an overview of the current developments of the EU legislation on information and digital society services. It also comprehensively documents consumer participation in the EU standardization, particularly those carried out by the Brussels-based European consumer organisation ANEC (Voice of European Consumers in Standardization). And it also outlines a wide range of ICT priorities for the current and future years.



Based on the above-mentioned study with its comprehensive information, the Cabinet for Standardization has published a very informative publication entitled "CONSUMER AND STANDARDIZATION AT THE SERVICE OF THE DIGITAL SOCIETY" (also available in the e-format). This "small" project was supported by the Quality Council of the Czech Republic. With the intention of offering a more "user-friendly" presentation to consumers, SMEs and other market participants, the publication provides well-summarised and useful information on these rather complex issues, which are becoming more and more important for everyone, both now and in the future.

The projects outputs such as the thematic brief, the whole study and the publication can be found here: <https://www.top-normy.cz/temata-normalizace/40-normalizace-sluzby/46-sluzby-digitalni-spolecnosti.php>.

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