

# Amazon was officially investigated by the EU with monopoly claims and unfair competition

So far, Amazon has always tried to avoid to the fullest extent the penalties of EU managers.

Recently, the European Union's Fair Competition Commission officially announced the opening of an antitrust investigation into Amazon to determine whether or not the world's largest technology company took advantage of its sales data to gain unfair advantage, crush smaller scale retailers on their own Amazon Marketplace platform.

If you don't know, the Marketplace is an e-commerce platform that is owned and operated by Amazon itself, allowing third-party sellers to sell new or used products in the online market, set, along with regular Amazon services.

1. Microsoft and Oracle, along with the "matching swords" against Amazon in the cloud computing battle



*Amazon is the next big technology company to be touched by the EU.*

Returning to the investigation report, the EU said it will scrutinize Amazon's agreements with merchants, third-party retailers in the market, as well as how the e-commerce company uses it. Use the data to select retailers to link, through the use of the 'Buy Box' feature on their website.

The announcement was made on the same day that Amazon announced some important changes to the third party's service agreement, in response to another antitrust investigation, but was conducted separately. special by

the German school administrators.

'In the past few years, e-commerce has been developing strongly, contributing to promoting more fierce competition in the retail market, while also bringing many choices and reasonable prices. More reasonable for consumers. However, the issue of monopoly and unfair competition in the field of e-commerce should also be carefully considered. We need to ensure that large online platforms are not for personal gain, but that they offer illegal competition policies, to choke off smaller competitors. For that reason, the Fair Competition Committee decided to open an investigation to review Amazon's business activities and the dual role: both a platform provider and a retailer, of The company is to assess the level of compliance with the competition rules set by the EU, 'said Commissioner of Fair Competition, Margrethe Vestager.

1. Amazon will soon deploy an unmanned aircraft delivery project



*European regulators have always been particularly concerned about fraud in the online market*

After the announcement was made, the Amazon also gave an opinion, saying that the company will actively cooperate with the European Commission, and will "continue to work seriously, implement support measures." Support businesses and retailers at all levels and help them grow more in Marketplace '.

It is not clear whether the new changes to the service agreement on Marketplace and Amazon have just brought about the impact on the investigation process. This is basically a package of changes that will be applied on a large scale, in which Amazon has agreed to give 30 days advance notice and the reason for the decision to remove any retailer from the platform. mine. It is noteworthy that traders will be able to sue Amazon to court in their country in case of finding a mistake, to apply to European courts in Luxembourg now.

1. EU: AI systems should be developed and implemented in a transparent and responsible manner

After Amazon announced the changes, which will take effect for 30 days, German market managers agreed to suspend the investigation. Earlier in September last year, European regulators claimed that they were taking a preliminary look at Amazon's data collection activities.

This is the latest antitrust investigation and will most likely be presided over by Margrethe Vestager, head of the EU Fair Competition Commission for the past five years. During her term (scheduled to end in October), Ms. Vestager has conducted antitrust investigations for nearly all of the world's largest technology giants in Europe. Europe, including Google, Qualcomm and Facebook, along with the 'unbelievable' punishments, has been

launched. Even a company that is keen to get into scandals about market fraud like Apple is forced to pay back \$ 15.4 billion in taxes, thanks to Margrethe Vestager's ruling.

1. Amazon uses robots that are 5 times more productive than humans in warehouses



*Margrethe Vestager, head of the EU Fair Competition Committee*

So far, Amazon has always tried to avoid to the fullest extent the penalties of EU regulators, but the results of this investigation can make all that efforts of large e-commerce companies most of this world 'dumping the river'.

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