



Mailing List Consumer Protection/Data Protection

Brussels, 7 April 2017

JP

European Commission consultation: "FinTech: A more competitive and innovative European financial sector"

Dear Sir or Madam,

On 23 March 2017, the European Commission published a consultation document under the title: "FinTech: A more competitive and innovative European financial sector". Through the consultation, the European Commission seeks to accompany digital transformation of the financial sector and hopes that the replies will provide it with insight into the approach it should follow in this respect.

The European Commission currently already follows three core principles: *technological neutrality*, i.e. the same rules are to apply for products and services marketed via traditional distribution channels (e.g. branches) as for those sold online, in order to enable innovation and to preserve a level playing field; *proportionality*, so that the provisions cater for different business models, sizes and fields of activity of the regulated institutions; *enhanced integrity provisions* to ensure transparency, confidentiality and safety for consumers.

The European Commission's goal is to create an environment in which innovative FinTech products and FinTech solutions can develop rapidly throughout the EU without jeopardising financial stability, financial integrity and safety for consumers, firms and investors. The feedback from the consultation is to provide information on how, through supervisory and regulatory changes, technological innovation consistent with the above-mentioned three core principles can be promoted.

The consultation is divided into four subject areas:

- Fostering access to financial services for consumers and businesses
- Bringing down operational costs and increasing efficiency in the financial services sector
- Making the single market more competitive by lowering barriers to market entry
- Balancing data processing aspects.

Keywords in the consultation document include automated digital advice; non-bank financing, e.g. crowdfunding; cloud computing and regulatory sandboxes.

Please find the consultation document enclosed. We should appreciate receiving your observations and comments at the European Office no later than **31 May 2017**. If you have any questions, please contact us at any time.

Yours sincerely,



Andreas J. Zehnder
Managing Director
European Federation of Building Societies

Annex:

- FinTech consultation: A more competitive and innovative European financial sector (English original version)