# Inquiry on Influence of International Digital Platforms

FARE made a submission to the Senate Select Committee [Inquiry on Influence of International Digital Platforms](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.aph.gov.au%2FParliamentary_Business%2FCommittees%2FSenate%2FEconomics%2FDigitalplatforms%2FTerms_of_Reference&data=05%7C01%7Cnoah.dmello%40fare.org.au%7Cd9b8e00b658448bc0bc908db2f17b406%7C529fe962c9ab412f8a3ca9731674181d%7C0%7C0%7C638155551073605848%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=BisovS2J7OeAJpiONkoKOUp4IXiLCZZ4%2FGSEKWZFhMI%3D&reserved=0).

This submission focused on protecting people on digital platforms from the harms due to the online promotion and sale of harmful and addictive products, primarily alcohol, but similarly gambling, tobacco (including e-cigarettes) and unhealthy foods.

The issue of harmful digital marketing practices is falling through the gaps of existing and recommended regulatory frameworks and warrants greater consideration in regulatory reforms seeking to prevent consumer harms online.

We called on the Australian Government to address harms from the digital marketing of harmful and addictive products like alcohol through the following recommendations:

* Develop a regulatory framework with a legislative basis that effectively governs digital platform marketing systems.
* Prohibit personalised targeted marketing of addictive or harmful products.
* Prohibit the tracking, profiling, monitoring or targeting of children for commercial purposes.
* Implement mandatory requirements for digital platforms to make advertising information accessible, including their data practices and automated decision systems.

[view submission](https://fare.org.au/wp-content/uploads/Inquiry-into-international-digital-platforms-operated-by-Big-Tech-companies_FARE-Submission.pdf)