



ERNIEAPP LTD NON-CONFIDENTIAL SUBMISSION
TO CONSULTATION 'NCT' NEW COMPETITION TOOL
Dublin, 09/08/2020

Submission Language: English

Type of organization: start-up (tech)

Country: Ireland

Stage: commercial

Product: consumer facing (2 sided)

Transparency register reference: Ernie2116095289

Non-Confidential Submission

ErnieApp is a start-up operating in the consumer software space. We distribute our software based product/services in Europe and outside Europe. We provide a privacy-consumer facing service (mobile app) and other information services to enterprises (data and information). Our customers are primarily companies that need complying with privacy and consumer protection regulations on line. We are honored to submit our response to EC 'NCT' consultation. Our response arguments boils down to favor and support Option 3. We see significant benefits in introducing a new competition policy approach that remains grounded on market 'failure' evidence based test, which foresees for the Commission the ability to impose remedies as well as recommending new legislation. The proposed Option 3 is reflecting all the values and principles that reads on the EU Treaty objectives, including on anti-trust enforcement while at the same time remaining "balanced" at promoting innovation and risk-based ventures.

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