



Written Statement by InfoCons Association

World Intellectual Property Organization (WIPO) - Sixty-Eighth Series of Meetings of the Assemblies of the Member States of WIPO

On behalf of InfoCons, we are pleased to share our experience regarding the role that digital innovation can play in strengthening consumer protection while supporting respect for intellectual property rights.

InfoCons has developed a unique consumer protection app that enables consumers to make more informed choices before purchasing products and services. Our objective is not only to provide access to information, but also to empower consumers through digital innovation by giving them practical tools to identify risks and actively contribute to a safer and more transparent marketplace.

One of the app's key features is the Alerts section, which allows consumers to verify whether a product is subject to official safety alerts issued at European level. The app provides updated information on both food and non-food products, including the product name, the country concerned, the level of risk, the country of origin, the date on which the alert was published and an image of the product. Whenever an official alert identifies a product as counterfeit, this information is also displayed, enabling consumers to understand that counterfeiting is one of the risks associated with the notified product.

These alerts concern products presenting direct risks to consumers and contribute to preventing the circulation of unsafe products, whether offered in physical stores or through online marketplaces.

The app also contributes to the protection of intellectual property by encouraging consumers to play an active role. Through dedicated functionalities, citizens can report products or services that may infringe intellectual property rights through counterfeiting or piracy, allowing the relevant competent authorities to receive valuable information that may support enforcement activities.

We believe that effective consumer protection and intellectual property protection go hand in hand. When consumers have access to reliable information and digital tools that enable them to identify risks and report suspected infringements, they become active partners in protecting public health, consumer safety, the environment and intellectual property rights.

InfoCons remains committed to supporting initiatives that strengthen cooperation between consumers, public authorities, rights holders and international organizations, while promoting innovation that serves both consumers and intellectual property worldwide.

Thank you.