



February 27, 2026

Dear Member of the U.S. Congress,

Digital services such as social media and e-commerce platforms are deteriorating at the cost of usefulness, consumer protections, and human rights. A lack of meaningful competition allows digital services to lower their quality to cut costs, knowing that consumers have few alternatives available to them. In light of this reality, the current pushes for deregulation of these very services represent unprecedented risk. We cannot continue to rely on a few dominant companies for critical services. Urgent action is needed.

The undersigned civil society organizations are therefore writing to express our concern about the increasing concentration of power and lack of alternatives in digital markets, the push for deregulation, and the urgent need to enforce digital laws to protect our civil liberties and create a level playing field for competition and innovation.

Big Tech companies use their outsized power and resources to steer innovation and the markets, as well as lobbying decision-makers, as we have seen through campaign donations and the constant presence of Big Tech CEOs at U.S. administration events. They exploit their power to normalize business models which in many cases are incompatible with critical civil liberties, such as the collection and use of vast amounts of personal data for targeted advertising and other purposes.

Technology companies are able to exploit their market dominance to lock in consumers and business customers so that when they degrade their services, those users have nowhere else to go. For example, they commonly populate websites and apps with ads and spam content, and remove or degrade useful features, [as outlined in a new report](#) published by the Norwegian Consumer Council.

The United States federal government has pursued extensive deregulation efforts, from deprioritizing enforcement efforts at key regulatory agencies like the FCC, FTC, and CFPB to actively advocating for a moratorium on states being able to pass regulations protecting their citizens from AI harms. This deregulatory effect is being felt globally – the European Commission has recently proposed a “Digital Omnibus” aimed to weaken EU digital rules. The proposed changes risk Big Tech companies further increasing their dominance and control over digital markets. Instead of deregulating, we urge lawmakers to enact strong policies to create real alternatives to Big Tech and urge agencies and other enforcement bodies to double down on enforcing existing tech regulation to create a more level playing field, protect people’s rights, and spur more innovation.

The path we are on can be challenged and reversed – we can have a better digital world.

To reach a better digital world that underpins our rights and goals, we must rebalance power between consumers, Big Tech, and alternative service providers. By pruning back the excesses of Big Tech, by allowing interoperability, and by enabling challengers to emerge, alternative services to Big Tech can get the nourishment they need to grow and flourish.

Much of what is needed to prevent the concentration of digital markets, the ensuing deterioration of digital services, and the business models underpinning it is already there. However, laws must be enforced and policies and strategies must become practice.

To achieve a better digital world, where technology works for people rather than against them, several steps must be taken:

1. Rebalance power between service providers and consumers. People should be allowed to control their digital experiences and decide how they want to use products that they own. It should be possible and practical to switch to alternative service providers or tweak services they already use to suit their needs and preferences.
2. Tackle dependency on Big Tech. To lay the groundwork for innovative products and services and pave the way for alternatives to Big Tech, competition in digital markets must be restored. Technology based on principles such as openness, interoperability, and portability must be advanced through strategic investments. For example, the public sector should leverage its power as a major procurer to support alternatives to Big Tech through exploring options for ethical procurement of technology services.
3. Double down on the enforcement of existing laws. Far from hindering innovation, regulations provide crucial guardrails to guide innovation and ensure a level playing field. Weak enforcement allows Big Tech to continue its damaging practices at the cost of freedom of choice, service quality, and innovation. To remedy this, enforcement of existing laws must be strong and vigorous. This includes existing consumer protection and competition laws as well as fundamental product safety and unfairness or deception claims.
4. Close the existing legal loopholes by adopting strong digital fairness regulation. Increase legal certainty and address loopholes in the legislation to better protect people against monopolistic harms, such as deceptive and addictive design and unfair personalization.

Signed by,

*Consumer Federation of America*

*EPIC - Electronic Privacy Information Center*

*National Association of Consumer Advocates*

*Public Citizen*