

**Question for written answer E-002996/2024
to the Commission**
Rule 144
Dimitris Tsiodras (PPE)

Subject: Ensuring access to essential services and industries for older people

Technological tools and applications like chatbots and virtual assistants are used in a range of industries (e.g. transport and banking services) to improve customer experience and provide them with effective support, streamline operations and save money. However, these tools are not always designed with the needs of certain groups, such as older people, in mind.

Furthermore, the understandably complex procedures involved in ensuring the security of transactions and personal data, combined with the fear older people have of falling prey to scams, make it all the harder for them to exercise their rights and access a number of services.

Although the existing legislative framework, including the European Accessibility Act, has contributed towards improving the functioning of the internal market for accessible products and services, further steps are needed.

In view of the above:

1. What steps will the Commission take to improve the accessibility of digitalised services and ensure that older people have full and equal access to essential services, offering alternative options for face-to-face transactions?
2. How does it plan to help support and empower this age group and make their transactions easier?

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