

New Chairperson of the European Code Administrator

After serving as Chairperson of the European Code Administrator (Seldia Ethics Committee) for five years, **Professor Evelyne Terryn** has resigned following her appointment as Vice-Rector of [KU Leuven](#). We would like to thank her for her excellent work and expertise, which have guided the Ethics Committee over the past years, and to congratulate her on her new position.

To continue strengthening the work of the European Code Administrator, we are pleased to announce the appointment of **Professor Alberto De Franceschi** as its new Chairperson. He is a professor of Private Law, Consumer and Market Law, Digital Law and Environmental Sustainability at the [University of Ferrara](#), and serves as Ambassador's Chair in Artificial Intelligence and Sustainability at KU Leuven. He also contributes his expertise as an Italian expert to several international organisations, including [UNCITRAL](#) (Working Group IV on E-Commerce), [OECD](#) (Expert Advisory Group of the Global Forum on Consumer Policy), G7 (Digital and Technology), [UNIDROIT](#), and [HCCH](#). In addition, he co-authored the European Commission's Study for the Fitness Check of EU Consumer and Marketing Law, and his recent works include: Harmonizing Digital Contract Law. The Impact of EU Directives 2019/770 and 2019/771 and the Regulation of Online Platforms (2023, edited together with Reiner Schulze); The New Shapes of Digital Vulnerability in European Private Law (2024, edited together with Camilla Crea); The Value of Consumer Data in the Digital Economy (forthcoming 2025, edited together with Reiner Schulze and Dirk Staudenmayer); and Die Reform der außervertraglichen Haftung für Künstliche Intelligenz (2024, in Künstliche Intelligenz - Zurechnung, Vertrag, Verantwortung, edited by Martin Gebauer and Stefan Huber). He is also Editor in Chief of EuCML - Journal of European Consumer and Market Law. You can find more information about Professor Alberto De Franceschi's impressive CV at the following [link](#).



The [Code of Conduct for Direct Selling](#) is regularly updated to reflect market developments. The European Code Administrator observes the application and enforcement of the European Code of Conduct throughout Europe. It consists of four members who meet regularly: three from the direct selling sector and the chairperson, who is independent from the sector. Section 4 of the European Code of Conduct provides in detail all the attributes of the European Code Administrator, under the title "Code Enforcement".



The European
Direct Selling Association

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About Seldia:

Seldia advocates for a responsible and ethical consumer-driven direct selling industry in the EU, representing almost 200 European companies that are members of our National Direct Selling Association network. We have been the leading association representing the European direct selling sector towards EU institutions since 1968, encompassing 14 leading companies, 24 National Direct Selling Associations, 10 service providers, and 5.3 million independent entrepreneurs across Europe.