



**Jason Freeman**  
**Consumer Legal Director of the Competition and Markets Authority**

Jason is Consumer Legal Director in the Competition and Markets Authority, having been from 2008 until March 2014 Legal Director in OFT's Goods and Consumer Group. He has run a wide range of markets and enforcement projects, including litigation in the OFT's reported cases against *Foxtons*, *Ashbourne Management Services*, *Purely Creative Ltd*, as well as unreported interim enforcement orders against a company misselling holiday club memberships, and an overseas based trader illegally selling Olympic Games 2012 tickets. He also co-led the EU CPC joint enforcement action in the car hire sector. Jason has significant experience in the field of e-Commerce, having set up and run the OFT's internet enforcement capability, and led the OFT's ground breaking study into Personalised Pricing. Some of his recent work has included the CMA's guidance on lettings professionals, an investigation into university terms and conditions, drawing up principles for Children's online & app based games developers, co-ordination of UK enforcement against misselling online of 2014 Commonwealth Games tickets, and developing a notice and takedown framework for dealing with websites. He was the first chair of the EU E-Enforcement Expert Group, and has led three EU Common Activities in the field of internet investigation, as well as being heavily involved in two further Common Activities in the field of Unfair Terms. Jason is the author of the Unfair Terms chapter of Kirk and Lewin's *Consumer and Trading Standards: Law and Practice* (2013).