As of 28 May 2022, new rules on consumer rights apply in the EU. The Better Enforcement and Modernisation Directive amended the EU legal instruments for strengthened consumer protection.

**WHO AM I BUYING FROM?**

**TRANSPARENCY ON ONLINE MARKETPLACES**

- Clear indication of whether the seller is a professional or another consumer
- EU consumer protection rules do not apply when buying from another consumer
- Information on who (seller or marketplace) is responsible for delivery and returns

**DIGITAL SERVICES: EQUAL CONSUMER PROTECTION**

**MORE RIGHTS FOR USERS OF “FREE” DIGITAL SERVICES INVOLVING PROCESSING OF PERSONAL DATA**

- Providers are obliged to provide information about themselves and the characteristics of the service
- Users benefit from 14-day right of withdrawal

**‘BEST DEALS’: BUT, ARE THEY?**

**ENSURING GENUINE PRICE REDUCTION CLAIMS**

- For every price reduction claim, sellers must take as reference the lowest price within at least the last 30 days

**FAIR PRICES FOR EVENT TICKETS**

**HELPING CONSUMERS TO BUY TICKETS DIRECTLY FROM EVENT ORGANISERS**

- Prohibition for traders to resell tickets bought in bulk by using online ‘bots’
REMEDIES AGAINST HARM: FAIR COMPENSATION

COMPENSATION FOR VICTIMS OF UNFAIR COMMERCIAL PRACTICES

- Consumers have a right to compensation, contract termination and other remedies

RULES WITH TEETH: EFFECTIVE FINES

STRONGER PENALTIES FOR CROSS-BORDER INFRINGEMENTS CAUSING MASS HARM

- Fines of up to 4% of the trader’s turnover or up to €2 million when information on turnover is not available

THES PRODUCTS LOOK THE SAME, BUT ARE THEY?

TACKLING ‘DUAL QUALITY’ OF CONSUMER GOODS

- Goods sold in identical or similar packaging sometimes have a different composition or characteristics than in other Member States
- Stronger powers for authorities to stop practices misleading consumers into believing that they are buying the same product, when they are not

‘TOP’ SEARCH RESULTS: EXPLAINED

RANKING OF OFFERS: PRICE, DISTANCE, RATINGS OR PAID ADVERTISEMENT?

- Obligation for platforms to inform consumers about how offers are ranked in search results and identify paid advertisements

PERSONALISED PRICING: AT WHAT COST?

TRANSPARENCY ON AUTOMATED TAILORED PRICES

- Traders can change the price of their offers for specific consumers based on algorithms and behavioural profiling
- Consumers will be informed each time, so that they are aware of the risk that the asking price was increased

ARE THESE REVIEWS TOO GOOD TO BE TRUE?

TRANSPARENCY OF ‘CONSUMER’ REVIEWS

- Prohibition to manipulate or post fake reviews or endorsements (including through someone else)
- Obligation to inform of measures taken to ensure that reviews are real (for example, only consumers who actually purchased the product can post reviews)