

Protecting consumers from unfair trade practices

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Business-to-consumer transaction

Advertise product / service

Sign contract

Follow up on after-sales



Unfair Commercial Practices Directive: protects consumers from traders' misleading and aggressive practices, such as providing untruthful information to consumers or using aggressive marketing techniques to influence their choices.



Consumer Rights Directive: covers pre-contractual information. e.g. traders have to give consumers full transparency as to the total cost of a product or service they offer. This Directive also applies to some extent when the contract has been signed. E.g. it gives the consumer a Europe-wide right to withdraw from a purchase made online within 14 days.

Unfair Contract Terms Directive: it forbids unfair terms in contracts. For example, a provision in the contract where consumers give up his/her right to get a deposit back cannot be 'hidden' in the small print at the bottom of a page. Contract terms must be drafted in plain, understandable language.



Consumer Sales and Guarantees Directive: EU traders have to guarantee the conformity of the goods with the contract, for two years after the delivery of the goods. If the goods delivered are faulty, consumers can ask for the goods to be re- paired, replaced, and reduced in price, or for the contract to be terminated.

Price Indication Directive: it ensures that the selling price and the price per unit of measurement (e.g. litre, kilo) are indicated for all products offered by traders to consumers, in order to improve consumer information and to facilitate comparison of prices. The selling price must be clear, easily identifiable and easy to read on the tag.



Injunctions Directive: an "injunction" is an order granted by a court or an administrative authority whereby someone (e.g. a trader) is required to refrain from an illegal practice (e.g. unduly increasing prices). The Injunctions Directive establishes a common procedure to allow a qualified body to seek an injunction for the protection of collective consumers' interests. It also aims to facilitate injunctions in the cross-border context, i.e. when the trader's illegal practice in one Member State affects consumers in another Member State.

