



Federation of the European Sporting Goods Industry

NEW DIRECTIVE ON BETTER ENFORCEMENT AND MODERNISATION OF EU CONSUMER PROTECTION RULES



Transposition period: 24 months after entry into force of the Directive

Objectives:



- ensure consumers will have more information about how online rankings work
- make the use of online reviews and pricing more transparent
- inform consumers from whom they are buying goods or services

Fulfillment Centers

1

Online marketplaces must clearly inform consumers about who is selling the product and which entity is responsible for the application of EU consumer rules, if applicable.



Ranking

Traders must disclose paid advertising or payment specifically for achieving higher ranking of products within consumers' search results.

2



Penalties

3

Member States should set in their national law the maximum fine for infringements at a level that is at least 4% of the trader's annual turnover. A list of common, non-exhaustive criteria for assessing the gravity of a potential infringement has also been introduced.



Consumer Reviews

Traders should inform whether processes or procedures are in place to ensure that the published reviews originate from consumers who have purchased or used the products.

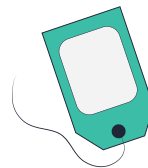
4



Pricing

5

Any announcement of price reduction shall indicate the prior price applied by the trader.



Advertising

Traders shall provide the same information in advertising and on their own online web shops. The information requirements also include informing the consumer about the trader's complaint handling policy.

6



Right of Withdrawal

7

Member States can adopt national measures to provide a longer period for the right of withdrawal and to derogate from specific exceptions from the right of withdrawal.



Fax

Considering technological developments, the reference to fax number has been removed from the list of the means of communication

8

