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

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**Fulfillment Centers**
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.

**Penalties**
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.

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

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

**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.

**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.

**Right of Withdrawal**
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.