Summary of TEMU's main commitments

November 2026

Identification and contact details

Under EU consumer law, traders must provide identification and contact details in an easy, direct and permanently accessible way so consumers can contact them.

Temu committed to clearer and more accessible company information and customer support across both its EU/EEA website and app versions.

The commitments include, in particular:

- Clearer and easier-to-access company information, including by renaming some webpage sections, moving the company details section higher up the page, and shortening in-app navigation paths.
- Easier access to customer support: phone customer service accessible in all EU/EEA official languages and a dedicated email address for general customer issues, available in the 'Contact Us' section on the website and under the headset icon in the app.
- Chatbot available in all EU/EEA official languages via the 'Contact Us' page, with no need for registration or login.

Right of withdrawal

When shopping online, consumers have a right to withdraw from their contract with the trader within 14 days, without the need to state any reason. Consumers are also entitled to standardised information on their withdrawal rights.

Temu committed to redesigning its withdrawal, return and refund processes to align with requirements under EU consumer law.

The commitments include, in particular:

- Standard EU withdrawal form in all EU/EEA official languages, available in the Return & Refund Policy sections of Temu's website and app versions.
- No need to state reasons for returning an item when consumers exercise their legal right of withdrawal.
- Easier withdrawals with delivery costs reimbursed upon withdrawal (except for supplementary costs above standard shipping method chosen by consumer) and refunds processed within 14 days of the withdrawal request.
- Clear distinction between 14-day legal right of withdrawal and any additional return or refund options offered by Temu.
- Clear and easy-to-understand information on the Refund & Return Policy in all EU/EEA official languages, using consistent terminology.

Justice and Consumers

Consumer reviews, product & review ratings and rankings

Under EU consumer law, traders must take reasonable and proportionate steps to ensure the authenticity of reviews. Traders must also ensure consumers are not misled by the presentation of reviews and ratings.

Temu committed to introducing a series of changes to make consumer reviews more reliable and review ratings, review rankings and product rankings more transparent for consumers.

The commitments include, in particular:

- Stronger safeguards against fake or suspicious consumer reviews, including by putting in place a multidimensional fake review detector that screens reviews during and after submission.
- Enhanced fake review reporting tool, easily accessible for consumers.
- Improved detection of mismatched reviews, for example where texts or images are unrelated to the reviewed products.
- Multidimensional fake review detector applied to both new and existing reviews on Temu's website and app versions.
- Enhanced safeguards against the creation and misuse of fake or fraudulent accounts.
- Enhanced transparency on review rankings, presenting and explaining the 'Recommended' sorting option in a clear and directly accessible way as well as providing consumers with the option to easily sort reviews by 'Most recent' directly on the product page.
- Clearer explanation of the calculation of review star rating.
- Greater transparency on how the 'Relevance' method works when ranking products, explaining the parameters and the weights used through a dedicated tooltip and a page in the Help FAQ section.

Order confirmation button

Under EU consumer law, traders must clearly inform consumers on the checkout page that placing an online order entails an obligation to pay.

Temu committed to redesigning its checkout page and payment options to provide consumers with a more transparent checkout process.

The commitments include, in particular:

- Clear 'Order and Pay' confirmation button on the checkout page across all EU/EEA website versions of Temu, making clear that placing the order entails an obligation to pay.
- No default pre-selection or false hierarchy patterns for saving payment card details, ensuring that the design of the checkout page does not impair consumers' freedom of choice and purchasing decisions.
- Updated 'add a new card' interface so that consumers can freely decide whether to save their payment card for future purchases.
- Easier access to the 'Payment methods' page from the user account page, allowing consumers to review and delete saved payment information.

Price comparisons and price reductions

Under EU consumer law, traders must ensure that price reductions are transparent and that consumers are not misled into believing that a price comparison is a price reduction.

Temu committed to calculating the prior price as legally required and to clearly distinguishing between genuine discounts, where the price was really reduced, and mere comparisons of the price with a general reference price.

The commitments include, in particular:

- Calculating the 'prior price' in price reduction announcements as the lowest price in the 30 days preceding the price reduction and displaying it next to the reduced price.
- Clear explanation of the meaning of Recommended Retail Price (RRP) as a price comparison announcement, accessible by hovering over the 'RRP' text and figure, through the '(?)'icon and via the 'What's RRP' message on the product detail page.
- Uniform presentation of the RRP, labelled as 'RRP' or 'Recommended Retail Price''.
- No price reduction indicators (such as strikethroughs, or percentage discount) when RRP is displayed, to avoid confusion with price reduction announcements.
- No simultaneous display of the 'prior price' and the RRP, in the same product price reduction announcement.
- Clearer information on potential taxes and fees before checkout, including by updating Temu's Terms of Use.

Scarcity claims, time-limited offers, pressure and promotional messages

Under EU consumer law, traders must ensure that consumers are not misled by false scarcity claims or by the time-limited nature of offers. Furthermore, traders must not aggressively pressure consumers into making a purchase.

Temu committed to ensuring that scarcity and inventory claims do not create undue pressure or misleading impressions of scarcity or urgency.

The commitments include, in particular:

- Removal of pressure selling messages, such as 'almost sold out' and 'only X left', hourglass icons and countdown timers from Temu's main page and product listing pages across all EU/EEA website and app versions of Temu.
- Display of a harmonised neutral stock availability message, as 'X left' referring to the exact quantity left, explaining its meaning and avoiding capitalisation or exclamation marks indicating urgency.
- Calculation of the stock availability message on the product detail page in relation to the specific product selected (e.g. T-shirt, white, XS).
- Specific measures to prevent that consumers are misled by the time-limited nature of offers on the platform.
- Removal of several promotional labels, including
  - "[XX]% of the item's reviews are positive";
  - "Recently, [XX] people gave this a 5-star review";
  - "Order within [HH:MM:SS] for fast dispatch";
  - "Most repurchased";
  - "High repeat customers provider";
  - "Low item return rate provider"
- More transparent promotional labels and related explanations, including the 'New Arrival', "Started to sell on Temu [X] year ago", "Brand: [brand name]", "Brand Official Store: [brand name]" labels.

Gamification

Under EU consumer law, traders must not use aggressive practices that impair consumers' freedom of choice or create the false impression of having won a prize.

Temu committed to ensure the transparency of any gamification features and that consumers can exit them at any stage.

The commitments include, in particular:

- Discontinuation of the spinning-wheel game across all EU/EEA website and app versions of Temu.
- Clear explanations of participation mechanics in gamification features on all EU/EEA website and app versions of Temu and in advertisements.
- Possibility to exit gamification features at any stage via a clear and prominent 'X' close button in the upper-right corner of the screen.
- Clear explanations of material conditions, including on the nature of the reward, minimum order value, other key eligibility criteria, redemption and usage conditions, if applicable.
- Review of new and existing gamification features in advertisements and on all EU/EEA website and app versions of Temu to ensure compliance with legal requirements.

Minimum order value

Under EU consumer law, traders must clearly indicate, at the latest at the beginning of the ordering process, any applicable delivery restrictions and accepted means of payment.

Temu committed to clearly disclosing rules on minimum order value throughout relevant stages of the shopping process.

The commitments include, in particular:

- Clearer information on minimum order value, now displayed in a persistent top banner on the landing page with clickable details, in a dedicated link labelled 'Minimum Order Value' in Temu's website footer, in product listing pages, and in product detail pages.
- Inclusion of information about minimum order values in Temu's Terms of Use.

Third-party sellers' status and related info obligations

Under EU consumer law, providers of online marketplaces must clearly inform consumers, before they complete a purchase, whether third-party sellers offering goods are traders and how contractual obligations are shared between the marketplace and third-party sellers.

Temu committed to presenting information on the status, contact details and contractual obligations of third-party sellers in a clear and easily accessible manner.

The commitments include, in particular:

- Easier and clear access to information on third-party sellers, including by adding a 'trader information' link and a 'Sold by Trader' label on the product detail page, and by specifying traders' details (address, trade register, registration number, email address, telephone number) on the specific 'trader information' page so that consumers can identify the seller before concluding a purchase.
- Update of the Terms of Use, to explicitly state that all third-party sellers are traders on Temu.
- Clearer information on how contractual obligations are shared between the platform and third-party sellers, including by updating its Terms of Use.

Environmental statements and invitations

Under EU consumer law, traders must ensure that factual claims made in the context of their commercial practices are accurate and substantiated.

Temu committed to presenting environmental statements in a clear and substantiated manner.

The commitments include, in particular:

- Accurate description of the company's environmental program, including the cost structure of the donation price and tree survival data.

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