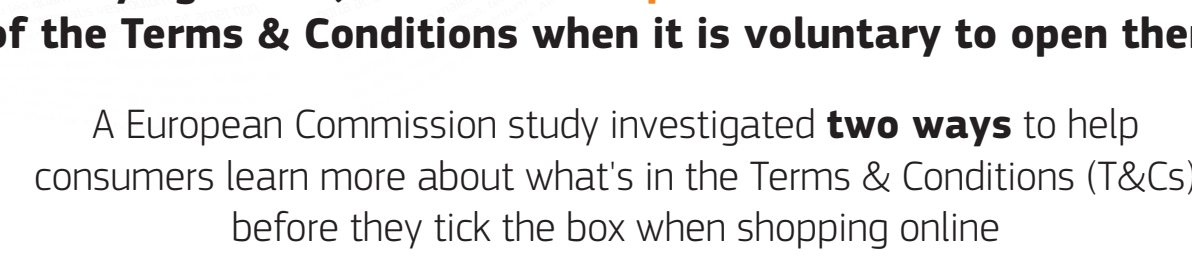


Terms & Conditions

Tired of ticking without checking?



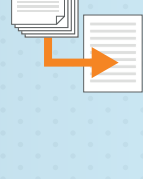
Buying online, less than **one person in **10** reads some of the Terms & Conditions when it is voluntary to open them**

Thank you for choosing our site!
You **MUST** now accept our Terms & Conditions to continue with your order



I ACCEPT

Simpler, more consumer-friendly Terms & Conditions



Shortening and simplifying the text means more people are likely to read and understand the T&Cs

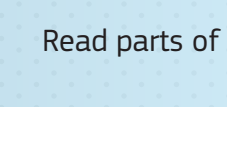
Language and length

Complicated Language

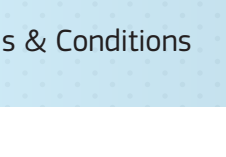
Longer Text

Simple Language

Shorter Text



10.5%



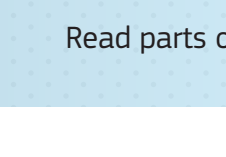
26.5%

Read parts of the Terms & Conditions

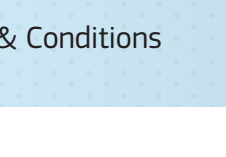
Time indication

"It takes 5 minutes to read our T&Cs"

No indication of time



19.8%



9.4%

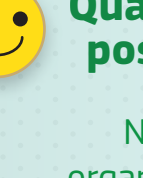
Read parts of the Terms & Conditions

Thank you for choosing our site!
You **MUST** now accept our Terms & Conditions to continue with your order



I ACCEPT

Terms & Conditions with a quality cue



Adding a quality cue to T&Cs when they appear online can influence consumers' attitude and behaviour, positively or negatively. It may change their purchase intentions and influence their trust in the seller and their trust in the T&Cs.



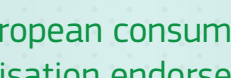
Quality cues with a positive influence



National consumer organisation endorsement

These terms and conditions are fair

National Consumer Organisation

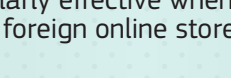


Particularly effective when used on domestic online stores

European consumer organisation endorsement

These terms and conditions are fair

European Consumer Organisation



Particularly effective when used on foreign online stores

Customer endorsement

4.9 out of 5

Average consumer review



Quality cues with a negative influence



Authority endorsement

"These terms and conditions are fair"

Expert in Consumer Law

Seller endorsement

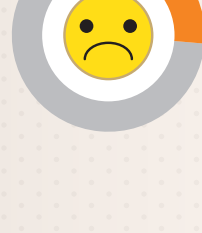
Our terms and conditions are fair!

Seller's promise to be fair

Does it really matter?



Yes.



26.6%

of consumers surveyed in the Netherlands and Poland had **problems** with **purchases** online and offline because they did not know the terms and conditions well enough

Top 3 Problems



Delivery

23.1%

Returns

17.9%

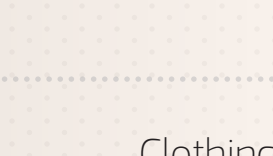


GUARANTEED

Guarantees

17.5%

Top 3 Purchases

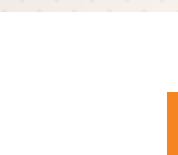


Electronic equipment

22.8%

Clothing and sports equipment

20.9%



Home & garden

10.1%

About the study

The study analysed consumer attitudes to Terms and Conditions and the effects of various remedies to make them better informed through behavioural experiments, consumer surveys and a literature review.

It will inform the ongoing review of EU consumer and marketing law, as it is particularly relevant for the Unfair Contract Terms Directive. It is also relevant for efforts to advance the Digital Single Market, as it points to how consumers' trust in cross-border sellers can be increased.

Read the full study



Justice and Consumers