



European  
Commission

# New consumer rights

## *What benefits will I get?*

Factsheet | May 2022

**As of 28 May 2022, new rules on consumer rights apply in the EU. The Better Enforcement and Modernisation Directive amended the EU legal instruments for strengthened consumer protection.**

### WHO AM I BUYING FROM?

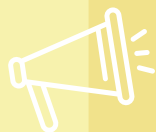
#### TRANSPARENCY ON ONLINE MARKETPLACES

- Clear indication of whether the seller is a professional or another consumer



**EU consumer protection rules do not apply when buying from another consumer**

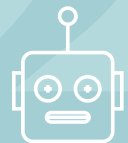
- Information on who (seller or marketplace) is responsible for delivery and returns



### DIGITAL SERVICES: EQUAL CONSUMER PROTECTION

#### MORE RIGHTS FOR USERS OF "FREE" DIGITAL SERVICES INVOLVING PROCESSING OF PERSONAL DATA

- Providers are obliged to provide information about themselves and the characteristics of the service
- Users benefit from 14-day right of withdrawal



### 'BEST DEALS': BUT, ARE THEY?

#### ENSURING GENUINE PRICE REDUCTION CLAIMS

- For every price reduction claim, sellers must take as reference the lowest price within at least the last 30 days



### FAIR PRICES FOR EVENT TICKETS

#### HELPING CONSUMERS TO BUY TICKETS DIRECTLY FROM EVENT ORGANISERS

- Prohibition for traders to resell tickets bought in bulk by using online 'bots'



## REMEDIES AGAINST HARM: FAIR COMPENSATION

COMPENSATION FOR VICTIMS OF UNFAIR COMMERCIAL PRACTICES

- Consumers have a right to compensation, contract termination and other remedies



## RULES WITH TEETH: EFFECTIVE FINES

STRONGER PENALTIES FOR CROSS-BORDER INFRINGEMENTS CAUSING MASS HARM

- Fines of up to 4% of the trader's turnover or up to €2 million when information on turnover is not available



## THESE PRODUCTS LOOK THE SAME, BUT ARE THEY?

TACKLING 'DUAL QUALITY' OF CONSUMER GOODS

- Goods sold in identical or similar packaging sometimes have a different composition or characteristics than in other Member States
- Stronger powers for authorities to stop practices misleading consumers into believing that they are buying the same product, when they are not



## 'TOP' SEARCH RESULTS: EXPLAINED

RANKING OF OFFERS: PRICE, DISTANCE, RATINGS OR PAID ADVERTISEMENT?

- Obligation for platforms to inform consumers about how offers are ranked in search results and identify paid advertisements



## PERSONALISED PRICING: AT WHAT COST?

TRANSPARENCY ON AUTOMATED TAILORED PRICES

- Traders can change the price of their offers for specific consumers based on algorithms and behavioural profiling
- Consumers will be informed each time, so that they are aware of the risk that the asking price was increased



## ARE THESE REVIEWS TOO GOOD TO BE TRUE?

TRANSPARENCY OF 'CONSUMER' REVIEWS

- Prohibition to manipulate or post fake reviews or endorsements (including through someone else)
- Obligation to inform of measures taken to ensure that reviews are real (for example, only consumers who actually purchased the product can post reviews)

