

SAFER SHOPPING FOR CONSUMERS BUYING FROM SHOPIFY WEB STORES

October 2022

Following discussions with the Commission and the network of national consumer protection (CPC) authorities, multinational e-commerce business Shopify has committed to making several improvements to make shopping safer for customers, bringing it in line with EU rules.

Concerns raised by European CPC authorities about web shops using the Shopify platform

Illegal practices

- ✗ Fake discounts, delivery issues and hidden costs.
- ✗ Fake claims and pressure selling.
- ✗ Lack of information for basic consumer rights (e.g. right of withdrawal).
- ✗ Scams, counterfeit and product safety.
- ✗ Lack of information on drop-shipping (e.g. expected delivery times and additional customs charges).
- ✗ No delivery of purchased goods.



Lack of the traders' contact details

- ✗ Consumers could not contact certain traders and therefore could not exercise effectively their rights e.g. in the case of returns, defects, delays, or non-deliveries.
- ✗ In case a company is found to be in breach of EU law, consumer authorities could not pursue further action against an unknown trader.

Shopify's commitments

- ✓ Shopify will create a direct channel of communication with national consumer authorities to report illegal practices by web shops using the Shopify platform.
- ✓ Shopify will block until compliance or remove web shops that have been reported by national consumer authorities for breaching EU consumer law.
- ✓ Shopify will provide clearer and more detailed legal guidance on EU consumer law to potential traders.
- ✓ Shopify's Terms of Service now oblige traders to provide a refund policy and order fulfilment timelines.
- ✓ When a company sets up a web shop on Shopify, the template now contains a space for the company's contact details.
- ✓ Shopify's Terms of Service now oblige traders to provide contact information.
- ✓ Shopify will provide company information about any EU trader when requested by any EU national consumer authority.