European Commission

Consumer Protection for the digital age

PROTECT WHAT MATTERS.

CONSUMERS



November 2026

Shopping online has never been easier. With a few clicks, consumers can compare offers, buy what they need and access services from anywhere. Today, around 60% of EU consumers buy goods and services online, and our rules need to be adapted to ensure that they enjoy the same level of protection online as they do offline.

Unfair commercial practices online manipulate consumer choices, undermine consumer trust and give non-compliant businesses an unfair advantage.

Building on the existing digital rulebook, the Commission is proposing to strengthen consumer law and make it **fit for the digital age** with:

The **Digital Fairness Act** (DFA) to address harmful practices online

Strengthened enforcement, including improved cooperation between national authorities and new powers for the Commission

GOOD FOR CONSUMERS

Stronger protection, real choice and fair treatment online

GOOD FOR BUSINESS

Harmonised, simplified, and clearer rules for fair competition

GOOD FOR THE ECONOMY

€13.7 billion per year in consumer savings

What will the Digital Fairness Act change?



NO DARK PATTERNS

Such as fake scarcity claims, so consumers can make **free informed choices.**



CLEAR INFLUENCER MARKETING

With **ads clearly displayed** and no ads on harmful products.



SAFE FROM UNFAIR PERSONALISATION

No **personalised ads and pricing** that target minors or take advantage of sensitive data.



CLEAR AND TRANSPARENT PRICES

For **dynamic pricing**, clear information of the number of **event tickets** available and maximum possible price, and real-time update on price in virtual queues.



FAIRNESS BY DESIGN

With the option to turn off **addictive design features**, that encourage excessive or compulsive spending, such as persistent prompts, and less **overspending**, by banning gambling-like features for minors, such as pay-to-win and pay-to-progress.



EASY CANCELLATION OF DIGITAL CONTRACTS

Clear information on **free trials** and **automatic renewals,** with simpler cancellation, and right to human customer service.

How will the rules be better enforced?

DIRECT EU POWERS IN LARGE-SCALE CASES

- For **major EU-wide cases** affecting consumers across the Single Market.
- Fines of **up to 6% of businesses' worldwide annual turnover** could be imposed by the Commission.

BETTER COORDINATION BY MEMBER STATES

- Clear timelines and procedures to **speed up enforcement actions.**
- Reinforced mechanism for **imposing and collecting fines** in coordination actions.

ACTION BEYOND EU BORDERS

Non-EU businesses targeting EU consumers will have to **appoint a representative in the EU** to cooperate with national authorities and the Commission.

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