



The New Deal for Consumers

What benefits will I get as a business?

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Making the most of digitalisation to reduce administrative burdens for businesses.



1. Simpler rules on right of withdrawal

The consumer's right to withdraw from distance and off-premises contracts within 14 days is an important consumer right under EU consumer law. It has helped e-commerce expand drastically over the last years by giving consumers confidence that they can change their mind after receiving a good that they could only see online.

However, businesses have flagged some disproportionate burdens concerning some of the current rules on the right of withdrawal. With the New Deal for Consumers, the Commission is addressing these issues.

- **No more legal obligation to accept returned goods if the consumer has used them more than just to try them out;**

With the New Deal, in all those cases where a consumer used a good instead of only trying it out in the same way as he/she could have done in a physical store, the consumer will lose his right to withdraw from the contract.

This will reduce the burden on businesses who have to deal with such returned “used” goods, notably determining the diminished value of the “used” goods to be charged to the consumer and reselling the goods as second hand goods.

- **No more legal obligation to reimburse a consumer before receiving the goods back;**

With the new rules, businesses will be able to inspect the returned goods before being obliged to reimburse the consumer. Businesses will no longer have to reimburse the consumer merely based on the proof that the consumer has sent the goods back before they have actually arrived.



2. Simplified information requirements

With the New Deal, businesses will be able to use other, more modern and flexible means of online communication with the consumer, such as online forms or chats instead of traditional e-mail.

This will be possible provided that businesses make it possible for the consumer to keep track of the communication in a similar manner as with e-mails (e.g. provide e-mail confirmation of the consumer's message submitted through an online form).



3. A fairer market for compliant traders

Honest traders will benefit from fairer competition. The Commission's evaluation showed that EU consumer law has on average low compliance costs for business, except for the above-mentioned specific issues. It also showed that the minority of traders who are non-compliant do not bear such costs and therefore have a competitive advantage over the majority of traders who are law-abiding.

The reinforced rules on penalties, the more effective injunctions procedure, and the improved redress possibilities for consumers - all included in the New Deal - will make it more difficult for dishonest traders to target consumers and have a competitive edge over law-abiding traders.