

Guide to the Unfair Commercial Practices Directive

The European Commission published the new guide to Directive 2005/29/EC on unfair commercial practices of business entities against consumers on the internal market on 25 May 2016. Like the previous guide published in 2009, the new guide helps consumers interpret the provisions of the Directive and put them into practice, and through describing the case law of the Court of Justice of the European Union and the courts of the Member States, it presents, among others, the commercial practices in the e-commerce (webshops, app stores), travel and financial sectors, as well as the practical issues related to defining “average consumer” and “sensitive consumer”.