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It defines the unfair business-to-consumer commercial practices which are prohibited in the European Union. It applies to any act or omission directly related to the promotion, sale or supply of a product by a trader to consumers.

The Unfair Commercial Practices Directive (UCP Directive), which aims at the full harmonization of the Member States' regulations prohibiting business-to-consumer (B2C) unfair commercial practices, was structured to comprise a general clause and specific provisions on misleading and aggressive commercial practices.

These Regulations implement Directive 2005/29/EC of the European Parliament and of the Council concerning unfair business-to-consumer commercial practices (OJ No L 149, 11.6.2005, p22) ("the Directive"). These Regulations also implement article 6.2 of Directive 1999/44/EC of the European Parliament and of the Council on certain aspects of the sale of consumer goods and associated ...

Directive 2005/29 is an important new measure in the construction of a legal framework apt to promote an integrated economic space in the European Union. It establishes a harmonised regime governing the control of unfair commercial practices.

EU law protects you against unfair commercial practices, such as bait advertising, false claims, misleading offers or aggressive practices.

The Unfair Commercial Practices Directive 2005/29/EC regulates unfair business practices in EU law, as part of European consumer law. It requires corresponding laws to be passed that incorporate it into each member state's legal system. The Directive is concerned mainly with the "substantive" law. To some extent it leaves to member states the choice of appropriate domestic enforcement procedures and penalties for non-compliance.

Compliance Criteria on Environmental Claims

The Unfair Commercial Practices Directive, adopted in 2005, is the main horizontal piece of European Union (E U) legislation regulating misleading advertising and other unfair practices in business-to-consumer transactions, and applies to all unfair commercial practices on- and off-line that occur before, during and after a business-to-consumer

Unfair and blacklisted commercial practices - Your Europe

Annex I to Directive 2005/29/EC contains a list of 35 commercial practices which are considered unfair in all circumstances. Practices prohibited in all circumstances ('blacklist') Directive 2005/29/EC contains a list of commercial practices that are prohibited in all circumstances. Amending Directive (EU) 2019/2161 has added to the list several additional practices prohibiting the publication of fake consumer reviews, hidden advertising in search results and resale of tickets that the ...

Unfair Commercial Practices Directive 2005 - Wikipedia

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Directive 2005/29/EC of the European Parliament and of the Council of 11 May 2005 concerning unfair business-to-consumer commercial practices in the internal market and amending Council Directive...

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The Unfair Commercial Practices Directive is the most important directive in the field of trade practices to have emerged from the EC, but it builds upon European activity which has sought to regulate trade practices on both a sectoral and horizontal level. It is an umbrella provision, which uses general clauses to protect consumers.

Directive 2005/29/EC of the European Parliament and of the ...

The Unfair Commercial Practices Directive (UCPD) does not provide specific rules in relation to environmental claims. However, its provisions apply to all claims made in the context of business-to-consumer commercial practices, including those related to the environment.

Unfair commercial practices - EUR-Lex

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Since the directive on unfair commercial practices is in place, the misleading and comparative advertising directive has been applied only to business-to-business (B2B) relations concerning misleading advertising. However, the provisions on comparative advertising also apply to advertising directed at consumers.

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Unfair Commercial Practices Directive 2005 - Wikipedia

Book Description One of the most important EU consumer protection directives of the past decade, the 2005 Unfair Commercial Practices Directive, or UCPD, is brought under examination in this stimulating volume.

The European Unfair Commercial Practices Directive: Impact ...

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The Consumer Protection from Unfair Trading Regulations 2008

Given the prohibition of inertia selling practices laid down in Directive 2005/29/EC of 11 May 2005 of the European Parliament and of the Council concerning unfair business-to-consumer commercial practices in the internal market (10), Member States shall take the measures necessary to exempt the consumer from the provision of any consideration in cases of unsolicited supply, the absence of a response not constituting consent.

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