

Question for written answer E-001009/2025
to the Commission
Rule 144
Dimitris Tsiodras (PPE)

Subject: Tackling fake reviews and building trust in digital services

Consumers increasingly rely on ratings and reviews from other consumers when buying a product or service. However, around one in two consumers¹ reported that they were unable to find information on whether a company ensures that the reviews published were submitted by real customers and on how reviews were collected. Although misleading practices relating to consumer reviews are covered by the directive on unfair commercial practices and better enforcement and modernisation of Union consumer protection rules and the Digital Services Act, the problem remains significant.

Can the Commission say:

1. What steps will it take to ensure that the sale, purchase and submission of fake reviews are banned and that such reviews are removed when found online, so as to ensure that the reviews published come from consumers who have actually used or bought the service or product?
2. How will existing legislation be implemented to address practices of altering consumer ratings, for example when only positive reviews are published and negative ones deleted?

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¹ SWD(2024) 230, Fitness check of EU consumer law on digital fairness