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Answer given by Mr McGrath
on behalf of the European Commission
(11.9.2026)

EU consumer legislation¹ requires traders to ensure price transparency towards consumers. The Commission considers that price transparency requirements apply also in cases where traders, such as video games providers, introduce in-game currencies as intermediate means that consumers must use for purchasing in-game virtual items².

Member States' consumer authorities acting within the Consumer Protection Co-operation (CPC) network have also endorsed this interpretation of EU law in the CPC Network's Key Principles on In-game Virtual currencies. Enforcement of existing EU consumer legislation being a priority, the Commission continues to facilitate discussions between the CPC Network and the video game industry to uphold existing EU consumer rights³.

The upcoming Digital Fairness Act⁴ (DFA) will address identified consumer protection gaps and problematic features in digital products and services⁵, including video games. The impact assessment examines if action is needed on specific topics, including clarification of the existing price transparency rules when virtual currencies are deployed, e.g. through indicating the price both in virtual and real currency. It assesses various approaches, including co-regulation, to frame possible measures. The impact assessment process includes an examination by the Regulatory Scrutiny Board.

By clarifying consumer protection rules, the DFA will facilitate enforcement, provide greater legal certainty, a more level playing field and more harmonisation for traders. It will also include important simplification elements, such as reduction of consumer information requirements for contracts concerning in-app purchases, whilst maintaining the price transparency principle.

¹ See Articles 5 and 6 of Directive 2011/83/EU on consumer rights, <http://data.europa.eu/eli/dir/2011/83/oj>; Article 7 of Directive 2005/29/EC on Unfair Commercial Practices, <http://data.europa.eu/eli/dir/2005/29/oj>.

² See Section 4.2.9 of Commission Notice – Guidance on the interpretation and application of Directive 2005/29/EC of the European Parliament and of the Council concerning unfair business-to-consumer commercial practices in the internal market, OJ C 526, 29.12.2021, pp. 1–129.

³ https://ec.europa.eu/commission/presscorner/detail/en/ip_25_831.

⁴ <https://digital-strategy.ec.europa.eu/en/consultations/commission-launches-open-consultation-forthcoming-digital-fairness-act>.

⁵ See Commission Staff Working Document 'Fitness Check of EU consumer law on digital fairness' of 3.10.2024, SWD(2024) 230 final.