

EN

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Answer given by Mr McGrath
on behalf of the European Commission
(16.10.2026)

The Unfair Commercial Practices Directive¹, as amended by the Modernisation Directive² prohibits the submission and commissioning of false consumer reviews by traders. Traders who collect and give access to reviews are prohibited from manipulating reviews and are required to inform consumers about the measures they take to fight false reviews. Traders may not present reviews as consumer reviews if they do not take reasonable measures to ensure that they originate from consumers who purchased or used the product.

It is for Member States' authorities and courts to enforce the rules governing reviews. The mentioned 2024 Report on the Modernisation Directive³ took stock of the enforcement experience which was still limited at the time of reporting. The Commission coordinates the work of Member States' authorities in cross-border cases under the Consumer Protection Cooperation Regulation⁴. In 2021 Member States selected this topic for a coordinated sweep⁵. The Commission will present⁶ a proposal for a review of this Regulation to strengthen enforcement of EU consumer law.

The Digital Services Act (DSA)⁷ requires hosting services, including online platforms, to put in place effective notice and action mechanisms to enable individuals to easily notify them about illegal content⁸, which include false reviews. In addition, providers of very large online platforms and very large online search engines are required to identify and mitigate any systemic risks stemming from their services⁹, including risks posed by inauthentic use of their services, such as fake reviews.

In addition, the Commission promotes voluntary measures by online marketplaces through the Consumer Protection Pledge¹⁰.

¹ 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 84/450/EEC, Directives 97/7/EC, 98/27/EC and 2002/65/EC of the European Parliament and of the Council and Regulation (EC) No 2006/2004 of the European Parliament and of the Council ('Unfair Commercial Practices Directive').

² Directive (EU) 2019/2161 of the European Parliament and of the Council of 27 November 2019 amending Council Directive 93/13/EEC and Directives 98/6/EC, 2005/29/EC and 2011/83/EU of the European Parliament and of the Council as regards the better enforcement and modernisation of Union consumer protection rules.

³ COM(2024) 258 final/2.

⁴ Regulation (EU) 2017/2394 of the European Parliament and of the Council of 12 December 2017 on cooperation between national authorities responsible for the enforcement of consumer protection laws and repealing Regulation (EC) No 2006/2004.

⁵ I.e. a coordinated set of simultaneous website checks conducted by national authorities.

⁶ In the fourth quarter of 2026.

⁷ Regulation (EU) 2022/2065 of the European Parliament and of the Council of 19 October 2022 on a Single Market For Digital Services and amending Directive 2000/31/EC (Digital Services Act).

⁸ Article 16 of the DSA.

⁹ Articles 34 and 35 of the DSA.

¹⁰ These commitments signed by 12 online marketplaces include measures to make consumer reviews more transparent and reliable by informing the traders operating on the marketplaces and the reviewers about the prohibition of fake reviews, requiring the reviewers to disclose any incentives received and ensuring impartial processing and presentation of reviews; for more information: https://commission.europa.eu/strategy-and-policy/policies/consumers/consumer-protection-policy/consumer-protection-pledge_en.