

Insights

UK CONSUMER PROTECTION UPDATE: HOW IS THE EU APPROACHING CONSUMER PROTECTION ISSUES IN 2020?

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Prior to the Coronavirus outbreak, the European Commission was making substantial progress with its Digital Single Market strategy, aimed at ensuring better access to online goods and services by limiting barriers to e-commerce and access to online content. There are key deadlines this year by which EU Member States are to implement aspects of the Commission's consumer protection strategy into national law; so businesses trading in the EU27 and the UK should plan now for any changes that they will need to make in 2021/2022. UK-based businesses will also need to consider how to manage compliance with both EU legislation and any divergent UK legislation adopted by the UK following the end of the Brexit transition period (currently scheduled for 31 December 2020).

What follows is an overview of: (1) developments in EU consumer protection legislation; (2) the proposed UK reforms; and (3) the practical implications for UK businesses.

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