

Checklist

Trade with legal certainty in online marketplaces

Legal notice	Sole traders provide, inter alia, the following information: name, commercial designation, if applicable, address, telephone number, fax, email address, register court and registration number, if applicable, VAT identification number and/or business identification number (if issued).
Legal texts	Please insert T&Cs and customer information, instructions on withdrawal, own payment and shipping conditions, if applicable, as well as a data protection policy by using the corresponding buttons.
Indications of prices	Make sure that your prices are accompanied by the addition "incl. VAT". This also applies to sole traders and goods subject to the margin scheme.
Basic prices	In the case of products which are stated by weight, volume, length or area, a basic price must be specified additionally.
Shipping costs, payment methods and delivery times	The shipping costs, payment methods and delivery times must be specified for each country to which the goods are shipped. Indications such as "shipping costs for foreign countries on request" are not admissible.
Product description	The seller is obliged to indicate the main characteristics (= decisive for the purchase) of the goods (e.g. dimensions, material, technical data).
Advertising claims	Any kind of misleading advertising is inadmissible, i.e. every advertising statement must be truthful and also provable, if necessary.
Guarantees	The content of the advertised guarantee must be described in a comprehensive manner and must provide all relevant information (e.g. duration, scope of application, name and address of the guarantor).
Labelling obligations	Products such as textiles, household appliances, foodstuffs, cosmetics, lamps and luminaires as well as toys must be specially labelled. This does not only apply to the product itself but also to the product description in the marketplace.
Copyrights or trademark rights	Please check whether you hold the rights of use for product photos/cartographical material or company logos which you are using.
Special offers	Please clearly define whether the goods are single pieces with special prices or temporary special actions. It is essential that the period of the offer can be clearly identified, e.g. "offer of the month June 2016".
Protection of minors	Please check whether the sale of the products is generally permitted and whether the sale is allowed by the marketplace.