99% of retailers find it better to be told BEFORE receiving a costly legal written warning that a legal mistake has been found at their online shop or on their website.

The retailers that think fair warning before legal steps are taken against them a good idea ALSO believe in their competitors being treated the same way: 99% said they would warn a Händlerbund member of a legal mistake before taking legal action.

96% of all the retailers surveyed were prepared to get on board with the Fair Commerce Initiative.

As the largest online association in Europe, the Händlerbund is the mouthpiece and partner of the e-commerce sector. The association fosters an open exchange between merchants and service providers, sustaining, supporting and preparing for the future of both digital and stationary retail. Through a Europe-wide representation of interests and a bundling of various services, the Händlerbund, together with its members and partners, actively shapes the e-commerce sector.