

# Omnibus Pricing & Transparency Checklist

PrestaShopCompliance.com  
EU compliance for merchants

Price, review and ranking transparency for online shops

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## Price reductions

- When announcing a reduction, display the lowest price applied in the 30 days before the reduction.
- Apply this prior-price rule to every product where a reduction is announced.
- Ensure the reference price shown is genuine and not artificially inflated beforehand.
- Keep records of price history to evidence the 30-day lowest price.
- Handle progressive reductions in line with the applicable national guidance.

## Consumer reviews

- State whether and how you ensure that published reviews come from consumers who bought or used the product.
- Do not publish fake reviews or endorsements to promote products.
- Do not commission or submit false reviews on your own behalf or another's.
- Do not suppress or selectively publish only positive reviews.
- Describe your review-verification process clearly to shoppers.

## Ranking transparency

- Disclose the main parameters determining how products are ranked in search results.
- Explain the relative importance of those ranking parameters.
- Make this ranking information available from the results page.

## Paid placement and advertising

- Clearly label any paid advertisement or paid placement that affects ranking.
- Distinguish paid results from organic results so consumers can tell them apart.

- Identify sponsored products consistently across the shop.
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## **Personalised pricing**

- Inform consumers when a price has been personalised on the basis of automated decision-making.
  - Show this disclosure before the consumer completes the purchase.
  - Keep a clear record of when personalised pricing is applied.
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## **Marketplace disclosures**

- State whether the third party offering goods is a trader or a non-trader.
  - Explain that consumer protection law does not apply where the seller is a non-trader.
  - Set out how contractual obligations are shared between the marketplace and the seller.
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The Omnibus Directive has applied since 28 May 2022 through national implementing law. Requirements may vary slightly between Member States.