

# EU eCommerce Compliance

## Master Checklist

PrestaShopCompliance.com  
EU compliance for merchants

One overview across the nine key EU rules

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### GPSR product safety

- Appoint a responsible person in the EU for each product.
- Publish Article 19 listing information, including manufacturer and responsible-person details.
- Hold technical documentation and be ready to use the Safety Business Gateway.

### Omnibus pricing and transparency

- Show the 30-day lowest prior price on reductions.
- Verify reviews and avoid fake reviews.
- Disclose ranking parameters and label paid placements.

### Accessibility (EAA)

- Conform to EN 301 549 and WCAG 2.1 AA, including 4.5:1 contrast.
- Make the shop keyboard operable with a visible focus indicator.
- Publish an accessibility statement unless the microenterprise exemption applies.

### PPWR packaging

- Minimise packaging and limit empty space in e-commerce parcels.
- Design for recyclability and track recycled content.
- Register for extended producer responsibility per Member State.

### AI Act transparency

- Disclose AI chatbots to users.
- Label AI-generated images, audio, video and text.

- Clearly mark any deep fakes.
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## Battery Regulation

- Label batteries with capacity, chemistry and the crossed-out bin symbol.
  - Register for EPR and arrange take-back per country.
  - Prepare for the battery passport and removability duties.
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## Right to Repair

- Be ready to repair in-scope goods on request, even after the guarantee.
  - Provide the European Repair Information Form.
  - Apply the 12-month guarantee extension on repair.
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## Right of withdrawal

- Grant a 14-day right of withdrawal from delivery.
  - Provide the model withdrawal form.
  - Refund within 14 days, including standard delivery, subject to exceptions.
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## Ongoing governance

- Track relevant compliance deadlines from 2024 to 2027.
  - Assign an owner for each regime.
  - Review compliance after significant changes to the shop.
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This master checklist is a high-level overview. Use the individual checklists for each regime to work through the detail.