

# Non-EU Seller Import Compliance Checklist

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EU compliance for merchants

Requirements for selling into the EU from outside it under the GPSR

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## Scope

The General Product Safety Regulation (Regulation (EU) 2023/988) applies to consumer products placed on the EU market. If you are established outside the EU, you cannot sell a covered product to EU consumers unless an economic operator inside the EU takes responsibility for it. Work through each section before you list.

### 1. Responsible person in the EU

- An EU-established responsible person is appointed for each product, as required by Article 4 of Regulation (EU) 2019/1020.
- The responsible person has a written mandate covering the relevant tasks.
- Their name and contact details are ready to display on the product listing.
- They can hold the declaration of conformity or safety information and provide it to authorities.

### 2. Importer duties

- The importer of record is identified and understands its obligations.
- Checks confirm the manufacturer carried out the required conformity and safety steps.
- The product bears the manufacturer's identification and type, batch or serial number.
- Any required warnings and instructions are supplied in the language of the destination market.

### 3. Technical documentation

- Technical documentation demonstrating product safety is available.
- Records identify the manufacturer and any known component suppliers for traceability.
- Documentation is retained and can be produced to a market surveillance authority on request.

### 4. Online listing information (Article 19)

- The manufacturer's name and postal and electronic address appear on the offer.

- Where the manufacturer is outside the EU, the responsible person's details are shown.

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- Product identifiers such as type, batch or serial number are included.

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- Warnings and safety information appear in the required language.

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## 5. Customs and VAT

- Correct customs classification and any required import declarations are in place.

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- For consignments not exceeding €150, use of the Import One-Stop Shop (IOSS) is considered.

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- Where IOSS applies, the valid IOSS identification number is provided to the customs process.

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- VAT is accounted for correctly on the sale to the EU consumer.

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This checklist is a general guide. Confirm the exact obligations for your product category and destination country before placing goods on the market.