

New EU Store Launch Compliance Checklist

PrestaShopCompliance.com
EU compliance for merchants

Every legal box to tick before you take a single order in the EU

Before you sell a single item in the EU

A new EU store has to satisfy several bodies of law from day one: product safety, consumer pricing, accessibility, packaging, the right of withdrawal, data protection and VAT. This checklist groups the work so you can launch with confidence rather than discovering a gap after your first sale.

This is a general readiness checklist, not legal advice. Requirements can vary by member state, product type and sales volume.

Product safety (GPSR)

The General Product Safety Regulation (Reg 2023/988) applies to most consumer goods placed on the EU market.

- Confirm every product has an economic operator established in the EU acting as the responsible person.
- Publish the responsible person's name and contact details so consumers can reach them.
- Provide the Article 19 information on each product page: identity, contact point, product identifiers and any safety warnings.
- Keep technical documentation and traceability records for the goods you sell.
- Display safety warnings and instructions in the language of each country you ship to.

Pricing and reviews (Omnibus)

The Omnibus Directive (Dir 2019/2161) tightened the rules on price reductions and consumer reviews.

- When you advertise a reduction, show the lowest price applied in the 30 days before it.
- Do not inflate a reference price shortly before a sale to exaggerate the discount.
- State clearly whether reviews come from verified purchasers, and how you check that.

Disclose any paid placement or sponsored ranking in search results.

Show the main parameters that determine how products are ranked.

Accessibility (EAA / WCAG 2.1 AA)

The European Accessibility Act applies to many e-commerce services from 28 June 2025, using WCAG 2.1 level AA as the practical benchmark.

Test your store against WCAG 2.1 AA, including keyboard-only navigation.

Provide text alternatives for images and sufficient colour contrast.

Ensure forms, filters and the checkout are usable with a screen reader.

Publish an accessibility statement describing conformance and a contact route.

Withdrawal, cookies and data

Distance selling gives consumers a 14-day right of withdrawal, and cookie and GDPR rules govern how you handle data.

Give the model withdrawal information and a withdrawal form before purchase.

Honour the 14-day cooling-off period and refund within the statutory time.

Load non-essential cookies only after valid, opt-in consent.

Publish a privacy notice covering lawful basis, retention and data-subject rights.

Packaging and EPR (PPWR)

The Packaging and Packaging Waste Regulation (Reg 2025/40) phases in packaging design and reporting duties, with core obligations from 12 August 2026.

Register for extended producer responsibility (EPR) in each country you supply.

Right-size boxes and cut void fill to respect the empty-space limit.

Choose recyclable packaging and apply harmonised labelling as it comes into force.

VAT and invoicing

Cross-border B2C sales usually fall under the VAT One Stop Shop.

Register for VAT-OSS if you sell across EU borders above the distance-selling threshold.

Charge the destination-country VAT rate on B2C orders.

Issue compliant invoices and keep records for the OSS return.

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