

Marketplace Seller Compliance Checklist

PrestaShopCompliance.com
EU compliance for merchants

Stay compliant when you sell through Amazon, eBay and other platforms

You are still the responsible operator

Marketplaces carry duties of their own, but they do not absorb your obligations. Under the General Product Safety Regulation (Reg 2023/988), the seller or economic operator remains responsible for product safety. The Digital Services Act adds trader-traceability duties. This checklist keeps both in view.

General guidance only, not legal advice. Each marketplace also imposes its own contractual requirements.

Product safety responsibility (GPSR Article 22)

Article 22 sets marketplace duties, but responsibility for the product stays with you.

- Confirm an EU-established economic operator is named as responsible person for each listing.
- Provide the Article 19 information: identity, contact point, identifiers and warnings.
- Respond promptly to the marketplace's safety notices and takedown requests.
- Keep technical documentation and traceability records to hand.

Trader traceability (DSA)

The Digital Services Act requires platforms to verify and display trader details.

- Give the marketplace accurate business name, address and contact details.
- Supply a trade-register number or equivalent identifier where required.
- Keep these details current and update them when your business changes.
- Ensure the displayed trader information matches your registered entity.

Listing content and pricing

Marketplace listings must meet the same consumer rules as your own store.

- Apply the Omnibus 30-day lowest-price rule to any reductions.
- Make sure descriptions, images and specifications are accurate.
- State country of origin, materials and safety warnings where relevant.

Each marketplace's own compliance fields

Platforms enforce their own compliance data, and incomplete fields can suspend a listing.

- Complete every mandatory compliance and safety field the platform requires.
- Upload documents such as declarations of conformity where requested.
- Provide responsible-person details in the platform's dedicated fields.
- Monitor for new fields the marketplace adds as regulation evolves.

Consumer rights on the platform

Buyers keep their statutory rights regardless of where the sale happens.

- Honour the 14-day right of withdrawal for distance sales.
- Handle returns and refunds within statutory time limits.
- Make your withdrawal and returns terms visible in the listing.

Ongoing monitoring

Compliance on a marketplace is continuous, not a one-off setup.

- Review listings periodically for outdated safety or pricing information.
- Act on any Safety Gate or recall information affecting your products.
- Keep records of the compliance data submitted to each platform.