

Product Recall Checklist

A calm, ordered process for handling an unsafe product

Handling a recall under the GPSR

The General Product Safety Regulation (Reg 2023/988) sets out what economic operators must do when a product is unsafe. A recall works best when it is calm and methodical: assess the risk, notify the authorities, reach affected customers and provide a genuine remedy. This checklist sequences those steps.

General guidance only, not legal advice. Recalls involving serious risk may carry additional national requirements.

Assess and decide

Establish the facts before you act publicly.

- Confirm the nature of the safety risk and which batches or units are affected.
- Identify the volume sold and the channels through which they went out.
- Decide whether a recall, or a lesser corrective action, is appropriate.
- Assign a responsible person to own the recall end to end.

Notify the authorities

The GPSR requires operators to notify a known safety issue.

- Notify the relevant authority through the Safety Business Gateway.
- Include the product identity, the risk and the corrective measures planned.
- Coordinate with other operators in the supply chain as needed.

Publish the recall notice

Affected customers must be able to recognise the product and understand what to do.

- Write a clear recall notice identifying the product, batch and hazard.
- Explain plainly what customers should do and how to claim the remedy.

Place the notice prominently on your website and relevant channels.

Contact known purchasers directly where you hold their details.

Offer an effective remedy

The remedy must genuinely resolve the risk for the consumer.

Offer an effective remedy: repair, replacement or refund.

Make the remedy free and straightforward for the consumer to obtain.

Ensure a repair or replacement removes the underlying safety risk.

Provide a clear route to return or dispose of the unsafe item safely.

Safety Gate listing

Serious risks are shared across the EU through the Safety Gate system.

Cooperate with the authority on any Safety Gate listing for the product.

Check the Safety Gate for related alerts affecting your range.

Update your listing and stock decisions in line with the alert.

Records and follow-up

Good records show the recall was handled responsibly.

Keep records of the notification, notice and customer communications.

Track the recall's reach: units returned, remedied and outstanding.

Review the root cause and adjust sourcing or checks to prevent a repeat.
