

# EU Compliance Glossary

Plain-language definitions of key EU compliance terms

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This glossary gives short, plain-language definitions of the terms most often encountered in EU e-commerce compliance. Definitions are intended as a starting point; consult the underlying legislation for precise meanings.

### Terms and definitions

Term	Definition
GPSR	The General Product Safety Regulation, the EU's overarching framework requiring consumer products to be safe and setting related obligations for economic operators.
Responsible Person	The economic operator established in the EU responsible for ensuring a product meets applicable requirements and acting as a point of contact for authorities.
Economic Operator	A collective term for manufacturers, authorised representatives, importers, distributors and fulfilment service providers subject to product rules.
CE marking	A marking by which a manufacturer indicates that a product conforms with the applicable EU requirements allowing it to be placed on the market.
Omnibus Directive	The EU directive that modernised consumer-protection rules, strengthening price-reduction transparency, review authenticity and enforcement.
Reference / Prior Price	The lowest price applied during a defined period before a price reduction, which must be shown as the basis for any advertised discount.
EAA	The European Accessibility Act, requiring certain products and services, including many e-commerce services, to meet accessibility requirements.
WCAG	The Web Content Accessibility Guidelines, an internationally recognised standard for making digital content accessible.
EN 301 549	The European standard setting out accessibility requirements for ICT products and services, referencing WCAG.
PPWR	The Packaging and Packaging Waste Regulation, governing packaging design, recyclability, labelling and waste reduction.
EPR	Extended Producer Responsibility, under which producers bear responsibility for the end-of-life management of the products they place on the market.

Term	Definition
DPP	The Digital Product Passport, a structured digital record of a product's sustainability and compliance information.
ESPR	The Ecodesign for Sustainable Products Regulation, setting eco-design requirements and underpinning the Digital Product Passport.
Battery Passport	A digital record of information about a battery's characteristics, performance and supply chain under the Batteries Regulation.
Right to Repair	EU rules promoting the repair of goods, including obligations to facilitate repair over replacement in certain circumstances.
Safety Gate	The EU rapid alert system for dangerous non-food products, used to share information on unsafe products across Member States.
Safety Business Gateway	The EU portal through which businesses notify authorities of unsafe products and accidents and fulfil related reporting duties.
Withdrawal Right	The consumer's right to cancel most distance and off-premises contracts within a set period, typically fourteen days.
Model Withdrawal Form	The standard cancellation form traders must make available so consumers can exercise their withdrawal right.
VAT OSS	The VAT One-Stop-Shop, allowing sellers to declare EU-wide B2C VAT through a single return instead of multiple national registrations.

Definitions are simplified for quick reference. Where a term is decisive for your obligations, rely on the wording of the relevant legislation.