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By PwC Deutschland | 12 November 2026

Commission strengthens consumer protection laws in the digital age

The European Commission presented its Proposal for a Digital Fairness Act (DFA) - a major update of the EU consumer protection rules to ensure that consumers in the EU enjoy the same high level of protection online as they do offline.

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Alongside it, the Commission proposed a revision of the Consumer Protection Cooperation Regulation (CPC Regulation), granting the Commission stronger powers to directly investigate and issue fines in large-scale cases that have a significant impact on consumers across the Single Market.

Key novelties of the proposal include:

- A ban on manipulative marketing tactics (so-called “dark patterns”) such as fake claims that a product is almost sold out;
- Fairness by design, with the option for consumers to turn off addictive design features;
- Clear and transparent pricing, particularly prices of purchases made with virtual in-app currencies and when dynamic pricing is used for cultural and sports events;
- Clear disclosure of influencer marketing, requiring influencers to be transparent about commercial content;
- A restriction on unfair personalised ads and prices that target minors or take advantage of sensitive data;
- Digital contracts and subscriptions that are easier to cancel and an end to unwanted automatic renewals and free trials.

Next steps: The proposals will now be discussed by the European Parliament and Council.

More details to be found in the Commission’s press release of 11 November 2026.

https://ec.europa.eu/commission/presscorner/detail/en/ip_26_2407

Keywords

electronic market place, influencer, services to consumers