

Directive 2005/29/EC of the European Parliament and of the Council of 11 May 2005 concerning unfair business-to-consumer commercial practices in the internal market and amending Council Directive 84/450/EEC, Directives 97/7/EC, 98/27/EC and 2002/65/EC of the European Parliament and of the Council and Regulation (EC) No 2006/2004 of the European Parliament and of the Council ('Unfair Commercial Practices Directive') (Text with EEA relevance)

CHAPTER 1

GENERAL PROVISIONS

Article 1	Purpose
Article 2	Definitions
Article 3	Scope
Article 4	Internal market

CHAPTER 2

UNFAIR COMMERCIAL PRACTICES

Article 5	Prohibition of unfair commercial practices
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Section 1

Misleading commercial practices

Article 6	Misleading actions
Article 7	Misleading omissions

Section 2

Aggressive commercial practices

Article 8	Aggressive commercial practices
Article 9	Use of harassment, coercion and undue influence

CHAPTER 3

CODES OF CONDUCT

Article 10	Codes of conduct
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CHAPTER 4

FINAL PROVISIONS

Article 11	Enforcement
Article 12	Courts and administrative authorities: substantiation of claims

Article 13	Penalties
Article 14	Amendments to Directive 84/450/EEC
Article 15	Amendments to Directives 97/7/EC and 2002/65/EC
Article 16	Amendments to Directive 98/27/EC and Regulation (EC) No 2006/2004
Article 17	Information
Article 18	Review
Article 19	Transposition
Article 20	Entry into force
Article 21	Addressees Signature

ANNEX I

COMMERCIAL PRACTICES WHICH ARE IN ALL CIRCUMSTANCES CONSIDERED UNFAIR

Misleading commercial practices
 Claiming to be a signatory to a code of conduct...
 Aggressive commercial practices
 Creating the impression that the consumer cannot leave the
 premises...

ANNEX II

COMMUNITY LAW PROVISIONS SETTING OUT RULES FOR ADVERTISING AND COMMERCIAL COMMUNICATION

Articles 4 and 5 of Directive 97/7/EC
 Article 3 of Council Directive 90/314/EEC of 13 June 1990 on...
 Article 3(3) of Directive 94/47/EC of the European Parliament
 and...
 Article 3(4) of Directive 98/6/EC of the European Parliament
 and...
 Articles 86 to 100 of Directive 2001/83/EC of the European...
 Articles 5 and 6 of Directive 2000/31/EC of the European...
 Article 1(d) of Directive 98/7/EC of the European Parliament
 and...
 Articles 3 and 4 of Directive 2002/65/EC
 Article 1(9) of Directive 2001/107/EC of the European
 Parliament and...
 Articles 12 and 13 of Directive 2002/92/EC of the European...
 Article 36 of Directive 2002/83/EC of the European Parliament
 and...
 Article 19 of Directive 2004/39/EC of the European Parliament
 and...
 Articles 31 and 43 of Council Directive 92/49/EEC of 18 June...
 Articles 5, 7 and 8 of Directive 2003/71/EC of the...

Status: EU Directives are being published on this site to aid cross referencing from UK legislation. After IP completion day (31 December 2020 11pm) no further amendments will be applied to this version.

- (1) [OJ C 108, 30.4.2004, p. 81.](#)
- (2) Opinion of the European Parliament of 20 April 2004 ([OJ C 104 E, 30.4.2004, p. 260](#)), Council Common Position of 15 November 2004 ([OJ C 38 E, 15.2.2005, p. 1](#)), Position of the European Parliament of 24 February 2005 (not yet published in the Official Journal) and Council Decision of 12 April 2005.
- (3) [OJ L 250, 19.9.1984, p. 17.](#) Directive as amended by Directive 97/55/EC of the European Parliament and of the Council ([OJ L 290, 23.10.1997, p. 18](#)).
- (4) [OJ L 144, 4.6.1997, p. 19.](#) Directive as amended by Directive 2002/65/EC ([OJ L 271, 9.10.2002, p. 16](#)).
- (5) [OJ L 166, 11.6.1998, p. 51.](#) Directive as last amended by Directive 2002/65/EC.
- (6) [OJ L 271, 9.10.2002, p. 16.](#)
- (7) [OJ L 201, 31.7.2002, p. 37.](#)