

YOUR COMPANY IDENTITY AND LEGAL NOTICES ON YOUR E-COMMERCE WEBSITE

the professional's obligation of transparency.

This sheet is for professionals who have an online presence, sell products or services on the Internet, or manage a platform.

What is the obligation of transparency?

Customers must be able to easily identify the professional they are dealing with and have quick access to the contact details needed to submit complaints or exercise their rights.

For the professional!

You must indicate the following information clearly and easily accessible to the online consumer:

- **the trade name** (commercial sign/brand),
- **the identity** of the professional, meaning the name of the natural or legal person,
- **the address** of the registered office of the establishment,
- **a telephone number**,
- **an electronic address** allowing to contact the professional,
- **the business permit number** (or “number of establishment authorization”) issued by the Ministry of the Economy,
- **the Trade and Companies Register number** (RCS number) obtained when registering with *Luxembourg Business Registers* (www.lbr.lu > RCS),
- **the VAT number** obtained from the Registration Duties, Estates and VAT Authority.

For regulated professions!

Additional rules may apply if your profession is regulated.
Contact your professional chamber or association to find out about your obligations.

Unfair commercial practices

Be clear about your identity and avoid any practice that is likely to mislead the consumer regarding:

- your **identity** (name, legal status, address, etc.),
- your **professional qualifications**,
- your **rights** or **obligations**.

Data processing and the protection of personal data

You must always ensure compliance with data protection rules and be able to demonstrate it by documenting your conformity.
Get information from the National Commission for Data Protection: <https://cnpd.lu>

This fact sheet is part of a series dedicated on best practices and obligations for online sales professionals:

- > sheet “Your company identity and legal notices on your e-commerce website”
- > sheet “The pre-contractual information on your e-commerce website”
- > sheet “The ordering process and the contractual obligations”
- > sheet “Order tracking for online sales”



More information



info@mpc.etat.lu



247 73700



pro-pc.public.lu