

THE PRE-CONTRACTUAL INFORMATION ON YOUR E-COMMERCE WEBSITE

the professional's obligation to inform the consumer
before the final conclusion of the sale.

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

What is pre-contractual information?

In addition to the professional's identity, consumers must be aware of essential information about the products or services offered to them.

> sheet "Your company identity and legal notices on your e-commerce website"

For the professional!

Online presentation of an offer

Ensure that consumers can easily identify and access the following information without creating a customer account:

- the essential characteristics of the goods or services offered,
- the functionality, as well as any relevant compatibility and interoperability of goods with digital elements, content or services,
- the full price including tax and additional costs (such as delivery costs),
- ordering procedures,
- terms of payment (payment methods, deposit, interest rates for late payment penalties, and fixed compensation for recovery costs),
- available delivery methods,
- delivery time (legal default delivery time: 30 days maximum),
- legal guarantees and commercial guarantees,
- complaint handling,
- return conditions,
- right of withdrawal,
- after-sales service request procedures,

- contract duration and, where applicable, termination conditions (subscription),
- existence of applicable codes of conduct and how to obtain a copy,
- Information on the Processing of Personal Data (General Data Protection Regulation).

Product prices

Please note: in Luxembourg, many products are subject to the obligation of a double price indication.

This means that the selling price must be displayed **both as a total price (VAT included) and as a price per unit of measure** (for example: €/kg, €/L, €/m, €/m², €/m³), in order to guarantee clear and comparable information for the consumer.

- > sheet “Price indication”
- > sheet “Dual Price Display of pre-packaged products”
- > sheet “Price indication for products sold in bulk”
- > sheet “Price indication per unit of measurement for food products”
- > sheet “Price indication per unit of measurement for non-food products”

The prices of services

Please note: in Luxembourg, the prices of services are strictly regulated.

- > sheet “The indication of fees for services”

The subscriptions

If you offer a subscription, you must clearly indicate:

- that it is a subscription, the price including all taxes (TTC), and the related terms, namely the date of the debit, the amount of the monthly payments, etc.,
- the minimum duration of the consumer’s obligations,
- the cancellation conditions.

The promotions

If you offer a product at a reduced price, you are obliged to display **the reference price**.

- > sheet “Price reductions or promotions”

General Terms and Conditions of Sale

Ensure that your General Terms and Conditions of Sale are:

- easily accessible,
- clear and understandable,
- dated,
- printable, and where applicable, storable.

The general terms and conditions of sale must be explicitly accepted by the buyer.

Any unfair term is deemed not written and thus has no legal effect in a contract concluded with a consumer. Even if the consumer has expressly accepted such a term, it cannot be invoked against them.

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



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