



## **New rules to protect consumers come into sharper focus**

**Budapest, 27 May 2022 - From tomorrow, new, stricter provisions of the unfair commercial practices act will enter into force. The Hungarian Competition Authority (GVH) has actively helped both consumers and market players to prepare for the new rules.**

As a consequence of EU-wide changes in consumer protection, stricter provisions on unfair commercial practices will also enter into force in Hungary from 28 May 2022. The legislative changes - including the deadline - have been known to domestic businesses for almost a year and a half, since December 2020. Traders have therefore had sufficient time to adapt their commercial practices to the provisions that will enter into force tomorrow. However, businesses could not rely on the legal texts alone to prepare: the Hungarian Competition Authority helped market players with [targeted communication](#), presentations and a [clear summary](#) of the tightening requirements. The Hungarian Competition Authority also ran a [community campaign](#) to raise awareness among consumers of their new rights and some practical information on the changes.

The new rules, which will enter into force tomorrow, will protect consumers' interests more strongly than before, for example in the areas of displaying promotional prices, customer ratings and consumer reviews.

Press Office of the GVH