

The Digital Fairness Act in a nutshell

Consultation and
Call for Evidence
just launched!



#1

First a Check, then an Act

The EU Commission has subjected existing consumer protection laws to the rigours of the [Digital Fitness Check](#), scrutinising their efficacy in today's digital world. The result from the perspective of the EU Commission: Existing consumer protection laws are not effective enough.

According to the EU Commission, consumers would continue to face a barrage of **manipulative** and **unethical practices**. Meanwhile, the **legislative landscape** remains **fragmented**, is **not enforced effectively** and leaves companies navigating a maze of **ambiguous provisions**.

The Digital Fairness Act (“DFA”), supplemented by the [Consumer Agenda 2025-2030](#), now aims to change this.



#2

What will be in focus of the DFA provisions?

The DFA is planned to focus on the following:

- Influencers (with a view to increased transparency and compliance)
- Dark patterns
- Addictive design
- Particular features of digital products such as virtual currency and loot boxes in video games and in-app purchases, addressing functionalities that have a significant impact on minors
- Personalisation of prices and ads
- Price marketing (dynamic pricing or misleading reference prices)
- Managing digital contracts (incl. subscriptions, and improving transparency)



#3

What will be in focus of the DFA provisions?

It was also announced that the DFA would bring **simplification** and **reduce the administrative burden on companies**. In addition, **enforcement, particularly EU-wide, is to be facilitated**.



#4

A new 'act' – Regulation or Directive?

To be discussed: It is still unclear whether the DFA – like the Digital Services Act – will become a directly applicable regulation or whether the legislator will opt for a directive which needs transposition into member state laws.



#5

What is known about the timeline

- **17 July 2025:** Beginning of the 12-week long public consultation and call for evidence
- **9 October 2025:** End of the 12-week long public consultation and call for evidence
- **Within 8 weeks thereafter:** Publication of a summary report of the results of the consultation
- **Q3 2026:** Commission adoption

