

## The GVH Prepares for Changing Consumer Protection Regulations

**Budapest, 22 April 2022 – The regulations of unfair commercial practices are to be tightened up from the end of May in order to protect consumers. The GVH is continuously helping market players to prepare for these changes.**

Following changes to the regulation of unfair commercial practices at EU level, new provisions will also enter into force in Hungary from 28 May 2022, in the field of displaying prices and promotions, and displaying consumer ratings and opinions. The GVH [warned undertakings earlier this year](#) to adapt to the new legal requirements in time and at the same time supported the relevant market players with recommendations.

On Thursday 21 April, experts from the GVH held an informal, public workshop to help interested parties prepare for the changing regulations. Participants had the opportunity to learn about the issues relevant to them from the new regulations through professional presentations and a round table discussion with e-commerce stakeholders.

*„For the GVH, consumer protection means protecting the Hungarian people. Everyone should expect us to pay special attention to the sick, the elderly, children and families. They are the so-called more vulnerable group of consumers” – explained Csaba Balázs Rigó, President of the GVH regarding the authority's activity in the field of competition culture development. Before the rules enter into force at the end of May, the GVH will also launch a Community campaign to help markets prepare properly and to raise consumer awareness in areas affected by change.*

Press Office of the GVH