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## PRESS RELEASE

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**"Don't fall for it!" – Consumer protection program launched for the safety of the elderly**

**Both The Ministry for National Economy and the National Authority for Trade (NATCP) and Consumer Protection is are committed to protecting elderly consumers and raise their consumer awareness. Therefore, the two organizations are launching a nationwide campaign, the first event of which will take place be on 6 November at the Újbuda Senior Citizens' Home.**

The aim of the event titled "What to look out for when shopping?" is to provide elderly people with easy-to-understand, practical advice for everyday purchasing situations. Participants will learn how to prevent online shopping fraud and how to avoid the potential risks of product demonstrations combined with health screenings. Food labeling, price display regulations, and other important consumer protection information will also be discussed.

The event will be attended by Dr. Krisztina Gyuris Csákiné, Deputy State Secretary for Trade and Consumer Protection, along with several experts from the Ministry for National Economy and from NATCP. After the presentations, there will be an opportunity for personal discussions, where participants can share their experiences and questions with consumer protection and food safety experts.

The initiative by the Ministry for National Economy and the National Authority for Trade and Consumer Protection is intended to help the older generation navigate the world of everyday purchases, online transactions, and services with confidence, awareness, and security.

The Ministry for of National Economy and the National Authority for Trade and Consumer Protection will remain committed to doing everything in their power to protect vulnerable elderly consumers and promoting informed decision-making through their legislative, enforcement and awareness-raising activities .

5 November 2025

National Authority for Trade and Consumer Protection