



PRESS RELEASE

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The consumer protection authority is checking that online stores provide a cancellation option

Under the professional guidance of the National Authority for Trade and Consumer Protection (NATCP), government agencies with jurisdiction over consumer protection are verifying the availability of the newly introduced cancellation feature. Under the regulations, it is just as easy to cancel an online purchase as it is to order a product; however, this requires online retailers to comply with the law and action by the consumer protection authority.

In accordance with new European Union regulations, starting June 19, 2026, companies will be required to provide consumers with an electronic cancellation option for contracts concluded via online platforms. The purpose of the new regulation is to ensure that consumers can cancel a contract just as easily as they entered into it. Businesses must ensure that the “cancel contract” function is clearly visible and easily accessible throughout the entire cancellation period; this can be achieved, for example, by using a button, a menu item, or another easily identifiable solution. Government agencies under the professional supervision of the NATCP will check the proper implementation of the cancellation function.

The enforcement of consumer protection provisions related to e-commerce remains a top priority for the NATCP and government agencies this year as well, given the advancement of digital technology and the widespread use of the Internet. In addition to the right of withdrawal, compliance with information disclosure and other consumer protection obligations pertaining to online commerce will also be monitored.

In 2025, during the nationwide thematic inspection, government agencies reviewed a total of 248 websites and found violations in 127 of them, representing a violation rate of 51%. Test purchases were also conducted in 95 cases, of which 35 resulted in violations, meaning that a violation was

found in one out of every three cases. Last year's inspections focused on filtering out fake consumer reviews, verifying the information available on websites and online during Black Friday sales, and examining the sale of coupons.

The authority's experience from previous years shows that a strong regulatory presence in the field of e-commerce remains justified, supplemented by monitoring of the right of withdrawal.

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National Authority for Trade and Consumer Protection