

# TRADER INFORMATION REQUIREMENTS AS PER EU REGULATION 2023/988 ON GENERAL PRODUCT SAFETY (GPSR) AND CONSUMER PROTECTION IN THE E-COMMERCE MARKET

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**Abstract.** The article presents the obligation of economic operators to provide information in the field of general product safety, as introduced by Regulation (EU) 2023/988 (GPSR) of the European Parliament and of the Council on general product safety. The objective of the present study is to demonstrate the impact of these legal regulations on enhancing the safety of non-food products. The central argument of this thesis is that the obligation to inform imposed on traders by the GPS Regulation serves to bolster consumer protection within the e-commerce market. The provision of reliable safety-relevant information facilitates a more thorough evaluation of the product, thereby mitigating the risk of consumers purchasing hazardous goods. This, in turn, serves to uphold the core value of public economic law, namely the consumer right to be informed.

**Keywords:** consumer protection; right to information; general product safety.

## INTRODUCTION

The development of the e-commerce market has been significantly influenced by technological progress, including the digitisation of the economy and the emergence of the Coronavirus pandemic. A paradigm shift in consumer purchasing preferences has been observed, concomitant with a transition in the *modus operandi* of consumer product acquisition, characterised by an escalating prevalence of online marketplaces. A body of research has indicated that this trend is set to continue, and that the proportion of electronic sales platforms in retail trade is likely to rise. The underlying cause of these changes is indisputably the swift and straightforward capacity to procure

a comprehensive array of products from across the globe, frequently exclusive to this specific sales channel. However, the phenomenon of digitisation of shopping also generates new threats for consumers, with a growing risk of products that do not meet the safety standards required in the EU market. Consequently, new transparency obligations were imposed on businesses along with a more effective mechanism for supervising products placed on the EU internal market, with the aim of bolstering consumer protection in the e-commerce market.

In addressing this challenge, the European Parliament and the Council promulgated the Regulation (EU) 2023/988 of the European Parliament and of the Council on general product safety (hereinafter referred to as the General Product Safety Regulation, GPSR),<sup>1</sup> which formally entered into effect on December 13, 2024. The act imposes new obligations on businesses in terms of horizontal product safety, offered through all sales channels, including online, whereas public authorities are entrusted with conducting effective, multi-level controls and applying supervisory instruments. A preliminary analysis of the provisions of the regulation points toward an increase in the requirements to inform consumers about product characteristics. The provision of reliable information enables a proper assessment of the product and constitutes the first step in minimising the risk of purchasing a dangerous product.

In the present article, the author conducts an analysis of the information obligations incumbent upon economic operators in the domain of general product safety, as established by the GPS Regulation. The central argument of this thesis is that the obligation to inform imposed on businesses by the GPS Regulation serves to enhance consumer protection within the e-commerce market. The rationale for this assertion is that by being provided with reliable safety-relevant information, consumers are enabled to make informed assessments of products, thereby mitigating the risk of purchasing hazardous items. Moreover, this thesis contends that the GPSR Regulation also serves to uphold the fundamental value of public economic law, namely the right of consumers to be informed.

## 1. CONSUMER RIGHT TO INFORMATION

The right of consumers to be informed is considered a fundamental value of public economic law and the basis for effective consumer protection in the market. The role it plays in shaping the relations between EU

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<sup>1</sup> Regulation (EU) 2023/988 of the European Parliament and of the Council of 10 May 2023 on general product safety, amending Regulation (EU) No 1025/2012 of the European Parliament and of the Council and Directive (EU) 2020/1828 and repealing Directive 2001/95/EC of the European Parliament and of the Council and Council Directive 87/357/EEC, OJ EU L 135 of 23 May 2023, p. 1.

business and consumers within the internal market is pivotal. It facilitates informed purchasing decisions among consumers and protects them from unfair practices. The right of consumers to information is guaranteed under EU and national law. As per Article 169 TFEU, the European Union is bound to protect the health, safety and economic interests of consumers, with the aim of promoting the interests of consumers and ensuring a high level of protection. This is achieved, in part, by promoting the right of consumers to information and education about protecting their interests.<sup>2</sup> In accordance with Article 12 TFEU, consumer protection has been incorporated into all EU policy areas, including product safety policy. Article 38 of the Charter of Fundamental Rights of the European Union (CFREU) serves to reinforce the existing framework of consumer protection by ensuring that a high level of such protection is to be maintained within EU policies.<sup>3</sup>

Concurrently, at the national level, the legislator ensures consumer protection in Article 76 of the Polish Constitution. This establishes a mandate for public authorities to safeguard consumers, users and tenants against actions that jeopardise their health, privacy and safety, as well as against exploitative market practices. The extent of this protection is delineated by relevant legislation.<sup>4</sup> Given that the Polish consumer law is largely EU-regulated, the protection of Article 76 of the Polish Constitution is inherently linked to the principles and requirements of European law. It is also important to note the comprehensive concept of security outlined in Article 76 of the Constitution of the Republic of Poland. In particular, the legal security encompasses the establishment of citizens' trust in the state and its institutions across all domains of trade. This is further exemplified by the right to be informed.<sup>5</sup> The constitutional principle of the right to information is delineated and elucidated in numerous legislative instruments, and in systemic terms, in the 30th of May 2014 Act on Consumer Rights,<sup>6</sup> which formally codifies a fundamental compendium of information obligations for traders, thereby attesting to the legislator's pronounced emphasis on consumer protection. It is evident from the content of this Act that the legislature is keen to emphasise the necessity of fortifying the position of consumers in their interactions with traders. It also stresses that the information should

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<sup>2</sup> Articles 12 and 169 of the Treaty on the Functioning of the European Union (consolidated version), OJ EU, 2016, C 202/4.

<sup>3</sup> Charter of Fundamental Rights of the European Union, OJ EU C 326/391.

<sup>4</sup> Constitution of the Republic of Poland of 2 April 1997, Journal of Laws No. 78, item 483 as amended; Act of 16 February 2007 on competition and consumer protection, Journal of Laws of 2024, item 1616.

<sup>5</sup> See Supreme Court judgments: of 24 October 2024, ref. no. II NSNc, 45/24, Lex no. 3787551; of 5 November 2024, ref. no. II NSNc 182/24, Lex no. 3783365, of 22 August 2024, ref. no. II NCNc 113/24, Lex no. 3748281.

<sup>6</sup> Journal of Laws of 2024, item 1795.

be presented in a clear and comprehensible manner. This means that the Act applies to the content and the delivery of information. In essence, the content provided should be linguistically accurate and composed using vocabulary that is easily understood by the general population and does not require specialist knowledge to comprehend.

The right of consumers to fair, reliable and complete information applies to all areas of their relations with economic operators and is a constant focal point for both EU and national legislators. The ongoing digitisation of economic transactions and public services has prompted EU legislators to intensify their efforts in light of the evident lack of sufficient knowledge among consumers about the enforcement of their rights and the pursuit of remedy claims, as well as the means of protection and legal instruments available to them.

The right of consumers to information has been subject to analysis from a number of perspectives in relevant literature over a considerable timespan. It is considered a fundamental warrant of transaction security [Węgrzyn 2013; Rutkowska-Tomaszewska 2021, 6-12; Maliszewska-Nienartowicz 2004; Zymonik 2011, 768-77; Zymonik and Cieśliński 2007; Żywicka and Wierzbowski 2023, 1162-173]. The works and commentaries of legal scholars place significant emphasis on the importance of the right to information and education, which derives from the underlying belief that a well-informed consumer is a well-protected consumer [Łętowska 2004, 123; Malczyńska-Biały 2010, 121-22]. In recent years, the issue of financial services has dominated the discourse within the public domain, scientific publications, and court rulings in relation to increasing the availability and transparency of information [Ziobrowska 2021]. Nonetheless, it would be an oversight to disregard the issues that arise from inadequate information in retail trade, particularly within its rapidly expanding e-commerce segment. The sheer diversity of products placed on the market by sales platforms, including those of third-country origin, poses a risk of misinformation and thus compromises the interests of consumers. These are consequently exposed to the purchase of potentially dangerous products that fail to comply with the EU standards. Confronted with the need of novel legal requirements concerning information about products posted online and new legal mechanisms for effective supervision of e-commerce, the legislator introduced legislative rules governing online trade at EU level, resulting in the adoption in 2019 of Directive (EU) 2019/2161 of the European Parliament and of the Council – Omnibus.<sup>7</sup> Under the new Directive, businesses are now subject to additional information obligations in connection with the use of complex marketing practices, including in the area of product

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<sup>7</sup> Directive (EU) 2019/2161 of the European Parliament and of the Council of 27 November 2019 amending Council Directive 93/13/EEC and Directives 98/6/EC, 2005/29/EC and 2011/83/EU as regards the better enforcement and modernisation of Union consumer protection rules (Text with EEA relevance) OJ EU of 18 December 2018 L 328/7.

pricing. Consumers, in turn, are protected in relation to the exercise of their right to withdraw from a contract. Nevertheless, to ensure a high degree of protection of consumer interest, it was necessary to re-evaluate the existing principles of product safety in a comprehensive manner.

With respect to the right to be informed, it is important to acknowledge the New Consumer Agenda Strengthening consumer resilience for sustainable recovery of 13 November 2020, which contains an updated vision for consumer protection policy for 2020-2025. The Agenda demonstrates the Commission's reaffirmed guarantee of upholding the right to information, focusing on the following five key priority areas: 1) as to the green transition, the objective is to rise to the emerging challenges posed by the ecological transformation with respect to consumer rights and empowerment, as well as to provide all individuals with sustainable products and lifestyles, irrespective of their geographical location or income; 2) as to the digital transformation, the objective is to create a safer online space for consumers, where their rights are protected, and to provide equal functioning conditions for everybody to enjoy innovative and improved services; 3) with respect to the effective enforcement of consumer rights, the objective is to address the impact of the COVID-10 pandemic on consumer rights, fight green-washing and unethical online commercial practices, such as consumer manipulation or exploitation of personalised marketing; 4) as to the specific needs of certain consumer groups, the Commission is to take into consideration particularly vulnerable consumers who may require extra protection in specific situations; 5) as to the global context of consumer protection, the aim is to safeguard the transport of goods and protect EU consumers against unfair trading practices by non-EU suppliers through market surveillance and close cooperation with respective authorities in international partners.<sup>8</sup>

Though general in nature, the assumptions contained in the communication also include the obligation to inform consumers about the characteristics of the products offered, including their properties, design, intended use, materials from which they are made and origin, regardless of where they were manufactured. It is further intended to implement the horizontal product safety requirements in force in the EU.

## 2. BASIC PRINCIPLES OF GENERAL PRODUCT SAFETY IN THE GPS REGULATION IN THE CONTEXT OF THE RIGHT TO INFORMATION

A preliminary review of the provisions of the GPS Regulation suggests that the fundamental principles of product safety that do not fall under the

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<sup>8</sup> Communication, <https://eur-lex.europa.eu/legal-content/PL/TXT/HTML/?uri=CELEX:52020DC0696&from=PL> [accessed : 18.09.2025].

scope of harmonised legislation bear a notable resemblance to the provisions delineated in the predecessor legislation, the General Product Safety Directive 2001/95/EC.<sup>9</sup>

Pursuant to Article 3 of the GPSR, the term 'safe product' pertains to any product which, under normal or reasonably foreseeable conditions of use, including the actual duration of use, does not present any risk or only the minimum risks compatible with the product's use, considered acceptable and consistent with a high level of protection of the health and safety of consumers. The term *risk* is defined as the combination of the probability of occurrence of a hazard causing harm and the severity of that harm. The term *serious risk* denotes a risk which, on the basis of a risk assessment and taking into account the normal and reasonably foreseeable use of the product, is considered to require rapid intervention by market surveillance authorities. This also applies in cases where the effects of the risk are not immediate. At this point, however, it is imperative to acknowledge that the evaluation process of product safety pertains to all the vital elements of the product. This includes its characteristics, such as its physical, mechanical, and chemical attributes, as well as its configuration. Additionally, it extends to the particular requirements and hazards that the product might pose to specific demographics of consumers, including children, elderly persons, and individuals with disabilities, who are susceptible to potential risks. These may also involve environmental hazards, insofar as the product poses a threat to the health and safety of consumers. The said evaluation must furthermore accommodate the health hazards engendered by digitally connected products, encompassing mental health hazards, in particular for vulnerable consumers, most notably children. Consequently, when evaluating the safety of digitally connected products that could potentially impact children, manufacturers must ensure that the products they offer on the market meet the highest standards of safety, protection and privacy, in the best interests of children, from the design stage onwards.<sup>10</sup>

It is important to recognise that the recently introduced general product safety standards address the utilisation of novel technologies (including artificial intelligence) in products, particularly those employed in cyberspace, with regard to their effect on consumers' mental well-being. Objects which are connected to other objects, or non-integrated objects affecting the functionality of another object, may pose a risk to product safety, which should be given due consideration as a potential hazard. The safety of an object should not be compromised by its connections and interdependencies with external objects. New technologies have the potential to create novel

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<sup>9</sup> Directive 2001/95/EC of the European Parliament and of the Council of 3 December 2001 on general product safety, Official Journal L 011, 15 January 2002, pp. 0004-0017.

<sup>10</sup> See Recital 23 of the GPS regulation.

risks to consumer health and safety or modify the manner in which existing risks may materialize. An illustration of this would be external intervention, which may entail circumventing the product's security features or altering its characteristics. New technologies may significantly modify products, e.g. via software updates. These modifications should be risked separately if safety is affected. The EU legislator stresses that specific risks in cyberspace affecting consumer safety, as well as protocols and certifications, may be addressed in sectoral (vertical) legislation. In instances where sectoral legislation is not applicable, however, it is imperative to ensure that economic operators and national authorities duly consider the risks associated with new technologies at the product design and assessment stages, as appropriate, to prevent any compromise to safety resulting from changes made to the product.<sup>11</sup>

The accelerated digitalisation of economic transactions and the pervasive availability of the internet have collectively augmented the accessibility of products manufactured in diverse global regions and disseminated through an array of sales channels. The distribution of these products via digital sales platforms, which are registered in various countries (including those outside the European Union), has two main implications. On the one hand, it has facilitated consumer access to a wider range of goods. However, this development is accompanied by a significant increase in the risk of hazardous products being placed on the market, thereby endangering the health and even the lives of consumers. The pre-existing Directive 2001/95/EC, which established the overarching principles for product safety, has been deemed inadequate in this regard, as it failed to encompass products entering the internal market from third countries, predominantly through online marketplaces. The introduction of the new GPSR Regulation has addressed this void by establishing novel safety standards that apply to all products placed on the EU market, irrespective of their status as new, used, repaired or reconditioned,<sup>12</sup> and irrespective of the sales channel, including digital platforms. The scope of this legislation encompasses all commercial entities involved in the placement of products on the market within the European Union, including manufacturers, distributors, importers, and digital platform providers. The geographical location of these entities is not a determining factor for the application of the regulation. The regulation imposes more strict information requirements on businesses in terms of the products they offer, with the objective of ensuring comprehensive compliance with all safety aspects stipulated within the GPSR Regulation. A multi-faceted assessment of product safety should be reflected in the product information provided, *inter alia*, on the website where the product is offered.

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<sup>11</sup> See Recitals 24-26 of the GPS regulation.

<sup>12</sup> The GPS Regulation does not apply to medicinal products for human and veterinary use, food, feed, living plants and animals, plant protection products, or antiques.



### 3. SAFETY INFORMATION REQUIREMENTS OF TRADERS IN GPSR

#### 3.1. General product information requirements

The consumer protection provisions for non-food product purchasers are strengthened by the imposition of a comprehensive array of general information obligations on manufacturers, importers and distributors at various stages of the supply chain. Concurrently, EU legislators underscore that the requirements of economic operators with regard to product safety should be proportionate to their role in the supply chain. It is incumbent upon all actors within the supply and distribution chain to undertake requisite measures to guarantee the provision of safe, GPSR-compliant products on the market. As a case in point, when verifying whether the manufacturer, and, where applicable, the importer, have fulfilled their obligations, distributors should be required only to verify the facts, as opposed to evaluating the information provided by them. In addition, economic operators are at liberty to provide information on product and economic operator identification, as well as instructions and safety information in digital form using electronic solutions such as QR codes or matrix barcodes.<sup>13</sup> It is noteworthy that the significance of providing reliable product information from the perspective of consumer protection has been acknowledged by legal commentators [Trzebiatowski 2021, 2-3].

Among the legal obligations imposed on manufacturers, they are to compile and maintain the technical documentation necessary to substantiate the safety of the product. This documentation must be rendered in a language comprehensible to consumers, as determined by the Member State within which the product is made available. In order to ensure the traceability of products, they must be labelled with a type, batch or serial number, or other identifiable element, in a manner that is clearly legible to the consumer. In instances where the size or nature of the product does not permit such labelling, the necessary information must be provided either on the packaging or in a document accompanying the product. Manufacturers are required to provide their name or registered trade name, or registered trade mark, along with their postal and electronic address, and the postal or electronic address of a single point of contact where they can be contacted, if different from the manufacturer's address. In addition, manufacturers are to ensure that their products are accompanied by clear instructions and safety information in a language easily understood by consumers, as determined by the Member State in which the product is made available.

In this regard, it is important to note that EU legislators are guided by the principle of proportionality, whereby the amount of information

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<sup>13</sup> See Recital 21 of the GPS regulation.



required from manufacturers in technical documentation should be adequate to the complexity of the product and the potential risks identified by the manufacturer. Manufacturers ought to furnish a general description of the product and indicate the elements necessary to assess its safety. In the case of complex products or products posing a potential risk, this information should be more detailed. In instances where the product conforms to European standards or other elements employed to meet the general safety requirements stipulated in the GPSR, a comprehensive list of the pertinent European standards or other elements should be provided.

In the event that a manufacturer becomes aware of, or has reasonable grounds to believe, based on the information available to them, that a product they have placed on the market may pose a safety concern, they are obligated to take the necessary corrective measures to ensure the product is in accordance with the established requirements. These may include withdrawing the product from the market or initiating a targeted recall, as deemed appropriate. Furthermore, they are required to inform consumers of the potential risks associated with using the product and to liaise with the relevant market surveillance authorities of the Member States in which the product has been made available. Another obligation is to establish and disclose designated communication channels, including a telephone number, e-mail address, or a designated section of the website, in consideration of the accessibility requirements of persons with disabilities. This facilitates the lodgement of consumer complaints and the communication of safety concerns to manufacturers, including accidents experienced by consumers with the product. The manufacturer must then initiate an investigation of all such notifications and complaints received.

In accordance with the legal definition of a manufacturer as outlined in Article 3(8) of the GPSR, the aforementioned obligations are incumbent upon any natural or legal person who markets a product under their own name or trademark, or who makes a substantial modification to a product with the potential to impact its compliance with the requirements of the Regulation.

A number of these obligations apply to importers and distributors. These parties are obligated to ensure that the product they import is accompanied by clear instructions and safety information in a language that is easily comprehensible to consumers. The specific language to be used is determined by the Member State in which the product is made available on the market. It falls upon the responsibility of importers to provide their name or registered trade name or registered trade mark, postal and electronic address, and the postal or electronic address of a single point of contact where they can be contacted, if different from the importer's address, and information

about the manufacturer. Furthermore, it is obligatory for them to retain copies of the technical documentation for a period of 10 years.

The GPS Regulation, in essence, underscores the transparency of information within the supply chain, thereby enforcing the right of consumers to access product-related information. The information requirement imposed on all entities in this process is to ensure product identification and to provide information about the manufacturer and other relevant economic operators throughout the supply chain. This facilitates the identification of the provenance of a product, thereby significantly enhancing the level of safety for consumers. The solution adopted has been shown to facilitate the identification of economic operators and, where appropriate, the effective and proportionate implementation of corrective measures in relation to unsafe products, such as the recall of specific products. It is, therefore, clear that effective product identification and the provision of information regarding the manufacturer and relevant economic operators are pivotal in ensuring that consumers, including persons with disabilities, as well as market surveillance authorities, obtain reliable information on hazardous products. This, in turn, serves to strengthen confidence in the market and avert unnecessary disruptions to trade.

### **3.2. Safety information requirements of e-commerce operators in GPSR**

The overarching framework for electronic commerce, in addition to a number of the obligations of online platform providers, are established within the provisions of Directive 2000/31/EC of the European Parliament and of the Council (EU). Meanwhile, the responsibility and accountability of online intermediation service providers with regard to illegal content, including dangerous products, is governed by Regulation (EU) 2022/2065 of the European Parliament and of the Council.<sup>14</sup> In consideration of the legal framework of horizontal nature delineated in the aforementioned Regulation, and acknowledging the substantial role of online marketplace providers in mediating between businesses and consumers in relation to the sale of products, it was deemed imperative to introduce specific requirements to effectively combat the sale of dangerous products online. The EU legislator recognised that consumers who purchase products online are most vulnerable to misinformation about the product and, as a result, to purchasing a product that does not meet the requirements, due to the nature of distance contracts.

The GPSR has therefore established comprehensive requirements for online sales, extending to those conducted via sales platforms. *Nota bene*,

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<sup>14</sup> Regulation (EU) 2022/2065 of the European Parliament and of the Council of 19 October 2022 on the Digital Single Market for Services and amending Directive 2000/31/EC (Digital Services Act), OJ EU L.2022. 277/1.

when establishing obligations for individual entities within the product supply chain, the EU legislator considered the possible case in complex business models related to online sales where a single entity may offer a diverse range of services. In essence, the categorisation of entities under the Regulation is dependent upon the specific nature of the services provided in relation to a given product, with the result that the same entity may be classified within different categories of business models. In the event that an entity provides solely online intermediation services in relation to a given product, it is classified exclusively as a provider of an online trading platform for that product. The situation is different, however, when one entity provides online marketplace services for the sale of a given product, and at the same time acts as an economic operator (i.e. a manufacturer, importer or distributor). Under the Regulation, in such cases, this entity performs two roles. Consequently, it is also classified as the relevant economic operator. Under such circumstances, the entity in question is bound by the obligations of a supplier, as well as those of a manufacturer, importer or distributor, as stipulated in the Regulation. To illustrate this point, if an online marketplace provider sells a product that it has manufactured itself, then it is considered a manufacturer in relation to that specific product. Conversely, should an entity sell products under its own brand, it is considered a manufacturer and is therefore obligated to adhere to the requirements pertinent to that role. Furthermore, certain entities may be identified as fulfilment service providers, should they offer fulfilment services.

As for products offered for sale online or via other forms of distance sales, the product in question should be regarded as available on the market if the offer of sale is directed at consumers within the European Union [Lubasz and Namysłowska 2025; Czech 2020]. An offer for sale should be considered to be targeted at EU consumers if the economic operator in question directs its activities in any way towards a Member State. The following factors should be taken into account in order to determine whether or not an offer is directed at consumers in the EU: the geographical areas to which shipment is possible, the languages available for placing an offer or order, payment methods, the use of the currency of a Member State, or a domain name registered in one of the Member States. In the context of online sales, it is not sufficient for the interface of the trader or online marketplace provider is accessible within the Member State where the consumer is established or resides.<sup>15</sup>

With respect to the specific information obligations imposed on traders engaged in distance sales (including online marketing), Article 19 of the GPSR Regulation is of paramount importance. This article stipulates that every operator that makes goods available on the market online must include

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<sup>15</sup> See Recital 21 of the GPSR regulation.

at least the following information in its offer: 1) The name or registered trade name or registered trade mark of the manufacturer, along with the postal and electronic address at which they can be contacted; 2) In the event that the manufacturer is not domiciled or established in the Union, the name, postal and electronic address of the person responsible in the EU must be provided; 3) Information enabling the identification of the product, including its image, type and other product identifiers; 4) Any warnings or safety information that should be placed on or in the packaging, or included in an accompanying document written in a clear and understandable manner, as determined by the Member State in which the product is made available on the market.

The purpose of these provisions is to ensure that consumers purchasing products online are able to access the necessary information regarding the product. Online marketplace providers are obliged to designate a single point of contact, enabling consumers to communicate directly and rapidly regarding product safety concerns.

Furthermore, online marketplace providers are subject to additional specific information obligations as outlined in Article 22 of the GPSR. In particular, providers must: 1) disclose the information stipulated in Article 19 of the GPSR Regulation, as well as a statement confirming their commitment to offering products that are in compliance with the Regulation; 2) withdraw dangerous products from the platform on the basis of information available on the Safety Gate Portal; 3) remove content referring to an offer of a dangerous product from the marketplace and disable access to such content or display an appropriate warning, in accordance with an order received from the market surveillance authority; 4) suspend their services to sellers who frequently offer products that do not comply with the GPSR Regulation; 5) cooperate with market surveillance authorities by, among other things, providing them with access to the interface and data from the platform.

Online marketplace providers also play a key role in the process of recalling dangerous products. They are obliged to provide consumers with appropriate and timely information on their online platforms, as well as to directly notify all affected consumers who have purchased the product through their interfaces. This notification is required in the event of a product recall for safety reasons of which they have actual knowledge, or where consumers need to be made aware of certain information in order to ensure the safe use of the product ('safety warning'). It is important to note that fulfilling the information obligations imposed on online marketplace providers towards consumers is connected with corresponding obligations towards market surveillance authorities, as well as the obligation to cooperate with economic operators (manufacturers, importers, distributors) in the rapid exchange of product information.

In light of the expanding role of online sales platforms in the business world, it is vital to recognise the significance of these platforms in the supply chain. From a product safety and consumer protection standpoint, marketplace providers play a pivotal role, enabling traders to access a broader customer base. Providing product information on websites that complies with the provisions of the GPSR Regulation ensures transparent, consistent, reliable and efficient access to product information, including potentially hazardous properties. This facilitates effective decision-making processes for purchasers, reducing the risk of purchasing dangerous products. It is therefore clear that, by complying with the information obligations of the GPSR Regulation, online marketplace providers directly contribute to increasing the protection of consumers' health, life and safety within the product safety system.

## CONCLUSIONS

The considerations outlined in this article, concerning the impact of the information obligations imposed on businesses by the GPSR Regulation on the strengthening of consumer protection in the e-commerce sector, serve to substantiate the initial hypothesis that the aforementioned information obligations of businesses, as regulated by the GPSR Regulation, indeed contribute to the enhancement of consumer protection within the e-commerce market. This is achieved by facilitating the assessment of products through the provision of reliable information, thereby mitigating the risk of consumers acquiring hazardous products, while concurrently fulfilling the fundamental principle of public economic law – the consumer's right to information.

The following conclusions can be drawn from the foregoing findings:

1. Transparent information, including the consumer's right to information, has been protected by EU law and public economic law in various areas for many years. However, due to the technological advancement of economic processes, this protection is becoming increasingly important. Recent amendments to EU regulations, which have led to an augmentation in product obligations, reflect this phenomenon. The introduction (or update) of legal measures with the aim of safeguarding consumer interests constitutes a preventative measure, thereby empowering consumers to make informed purchasing decisions and, consequently, mitigating the risk of procuring a hazardous product. Product information obligations are therefore the primary legal measure in the system of effective consumer protection within the framework of general product safety.
2. The GPSR has been developed to address the expectations of the contemporary information society and to cater to the needs of consumers in the

digital age. The recently introduced general product safety standards encompass a multifaceted, contemporary dimension of product risk evaluation, encompassing the integration of advanced technologies (e.g. artificial intelligence) within products and their repercussions on consumers' mental well-being. These standards are meticulously designed to address the diverse requirements and age demographics of consumers. Manufacturers are obliged to consider these issues throughout the design and production stages, as well as in the product information provided to consumers. The approach adopted has been shown to increase consumers' knowledge and awareness of the various properties of the products they purchase, thereby ensuring their protection.

3. As highlighted in the GPS Regulation, the transparency of information within the product supply chain is reflected in the availability of product information to consumers. The information requirement imposed on all entities in this process is to ensure product identification and to provide information about the manufacturer and other relevant economic operators throughout the supply chain. Thanks to the adopted solutions, consumers can easily trace the source of a product, which significantly increases their level of safety.
4. All entities involved in the supply chain offering products within the European Union are subject to information requirements. This includes entities operating within third countries and regardless of the delivery route. Consumers are assured of the reliability, consistency and compliance with uniform legal standards of information provided on all products, irrespective of their provenance, when offered within the EU.

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