The amendments of the Greek national legal framework on consumer rights and the significant changes with respect to the regulation of electronic commerce in Greece.

Pursuant to articles 100-112 of L. 4512/2018 the Greek Consumer Protection Act no. 2251/1994 has undergone a major recast. Furthermore, pursuant to Ministerial Decision no. 5338/2018 (GG 40/B/17-01-2018), the Consumer Protection Act has also been codified into a single legal text.

Following the aforementioned amendments, the national legal framework on consumer rights has been significantly improved in terms of clarity and consistency. In addition, significant changes have been enacted with respect to the regulation of electronic commerce in Greece.
Main Changes
The codification of the Greek Consumer Protection Act no. 2251/1994 integrates all previous amendments to the relevant legislation, including those introduced by Laws no. 3844/2010, 3853/2010, 3862/2010, 4177/2013, 4242/2014, 4314/2014 and Joint Ministerial Decisions Ζ1-111/2012, Ζ1-891/2013, 27764/2014 and 70330/2015. In line with European Union law, the main changes transposed in Greek law include:

- The adoption of a comprehensive definition of the terms «consumer» and «trader».
- The review of the regulatory framework regarding distance and off-premises contracts.
- The reform of e-commerce traders’ obligations regarding information requirements.
- The change of status regarding the provision of commercial guarantees.
- The reform of the liability of producers and traders of defective products.
- The consolidation of the provisions regarding advertising and unfair commercial practices.
- The status of sanctions for infringements of consumer protection law.

Necessity for Compliance for Electronic Commerce Enterprises
The Parliamentary Impact Assessment for the recast/revised Consumer Protection Act no. 2251/1994 makes reference to serious deficiencies of compliance with consumer protection law in the Greek electronic commerce sector. According to a relevant survey of the Union of Working Consumers of Greece (ΕΕΚΕ), three out of four electronic stores have been reported not to abide by the main conditions set out by consumer protection law.

Following the codification of the Consumer Protection Act no. 2251/1994 along with the implementation of the General Data Protection Regulation on the 25th of May 2018, there is a pressing need in Greece for the alignment of electronic commerce businesses with the new regulatory environment. In case of non-compliance, expected sanctions following a decision by the Minister of Economy and Development may reach up to the amount of 1,000,000 €.