

Full title of law or regulation

The Act on Combating Unfair Commercial (Market) Practices  
PO: <http://isip.sejm.gov.pl/DetailsServlet?id=WDU20071711206>  
EN<sup>1</sup>: <http://www.gregsregs.com/downloads/POActCombatingUnfairPractices2007EN.pdf>  
Up-to-date GRS trans EN:  
<http://www.gregsregs.com/downloads/POUnfairCommercialPracticesActENwikiregs.pdf>

Title of relevant section

Information requirements – invitation to purchase

Article 6.4

In the case of an invitation to purchase<sup>2</sup>, which directly influences or is likely to influence the consumer's transactional decision, the material information referred to above<sup>3</sup> shall include, in particular (Art. 6.4 UCPA):

1. The main characteristics of the product, to an extent appropriate to the medium used to communicate with consumers and for the product
2. Forename, surname (business/ corporate name) and address of the trader (registered office) and of the trader on whose behalf it is acting;<sup>4</sup>
3. The price inclusive of taxes, or, where due to the nature of the product the price cannot reasonably be calculated in advance, the manner in which the price is calculated, as well as all additional freight, delivery or postal charges or, where these charges cannot reasonably be calculated in advance, information to the effect that such additional charges may be payable;<sup>5</sup>
4. the arrangements for payment, delivery, performance and the complaint handling policy;
5. information on the right to withdraw from or termination of the contract, if such a right is enshrined in the Act or in the contract.

<sup>1</sup> Note re linked EN translation: <http://www.g-regis.com/downloads/POGenTransUCPAnote.pdf>

<sup>2</sup> Definition: Art. 2.6: 'invitation to purchase a product' means commercial information indicating the characteristics and price of the product in a manner appropriate to the medium used to communicate with consumers

<sup>3</sup> 'Above' refers to provisions in article 6 which can be found here: <http://www.g-regis.com/downloads/POGenUCPAMisleadingAsOs.pdf>

<sup>4</sup> In addition, Article 12 (1) of the Consumer Rights Act and Article 5 (2) & Art. 9 (2) Act on Provision of services by electronic means require online traders to render accessible information that allows consumers to contact them. The requirements of these provisions qualify as material information under Article 6.2 UCPA, Article 7(5) UCPD

<sup>5</sup> Example case: Decision No: RBG 38/2014 - [https://decyzje.uokik.gov.pl/bp/dec\\_prez.nsf](https://decyzje.uokik.gov.pl/bp/dec_prez.nsf). The Polish Office of Competition and Consumer Protection took action against a telecom operator who did not inform consumers that they would have to pay an activation fee in order to use the services provided. Consumers were only informed about this fee after the contract had been signed