

NOTE

From the Law [2002: 562](#) (SW) on electronic commerce and other information society services which implemented Directive [2000/31/EC](#), the E-Commerce Directive. Key requirements in an E-commerce context

Section 8 requires the service provider's name, geographic address in the country of establishment and its e-mail address and, if applicable:

1. Organisation number
2. VAT registration number, and
3. Competent Authorities

If a service provider conducts a regulated professional activity, information shall also include details of:

1. Professional title and the state in which it was obtained;
 2. The professional association or similar institution with which the service provider is registered;
 3. The rules applicable to professional activities and the means to access them.
- The information should be provided to service recipients and authorities in a simple, direct and permanent manner
 - Section 9. If a service provider in providing information society services indicates prices for goods or services, these shall be clearly and unambiguously stated. If tax and delivery costs are added, this should be stated in particular
 - The Swedish Consumer Agency publish a summary of requirements [here](#)

The Directive carries two additional requirements under Article 6:

- C) Promotional offers, such as discounts, premiums and gifts, where permitted in the Member State where the service provider is established, shall be clearly identifiable as such, and the conditions which are to be met to qualify for them shall be easily accessible and be presented clearly and unambiguously;
 - D) Promotional competitions or games, where permitted in the Member State where the service provider is established, shall be clearly identifiable as such, and the conditions for participation shall be easily accessible and be presented clearly and unambiguously.
-