

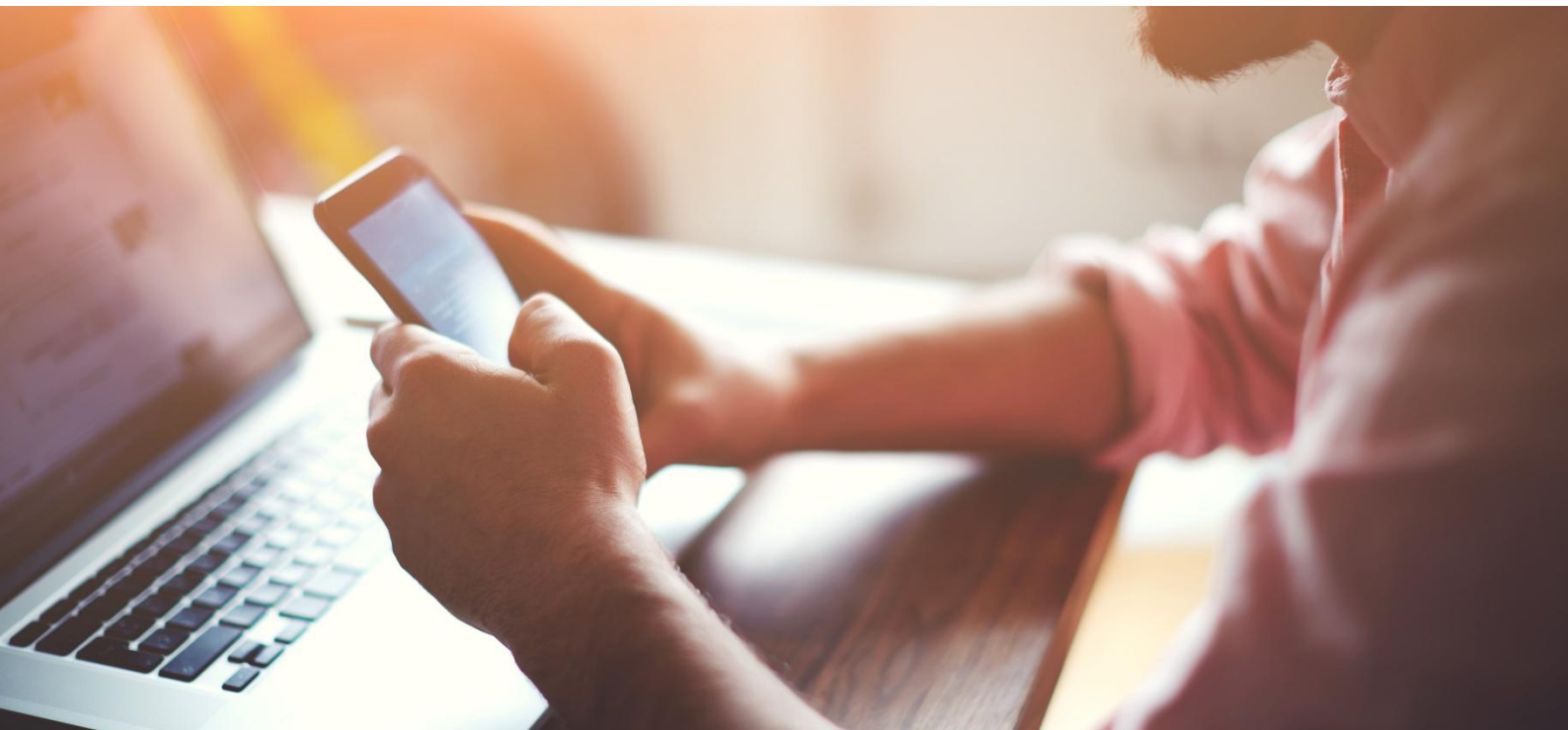
Good to know: New requirements for online stores effective September 1, 2026

June 2026

Amendments to the Law of Obligations Act and the Consumer Protection Act have been published in Estonia, strengthening consumer rights in contracts concluded online.

What changes?

- Withdrawal must be as easy as concluding the contract
- Mandatory “withdrawal button”
- Pre-contractual information must be user-friendly



Dear reader,

Amendments to the Law of Obligations Act and the Consumer Protection Act have been published in Estonia, strengthening consumer rights in contracts concluded online. The amendments will take effect on September 1, 2026, and directly affect all online stores.

Withdrawal must be as easy as concluding the contract

If a consumer can conclude a contract online, they must also be able to withdraw from it online with equal ease.

Practical implications:

- the online store must provide a convenient, clear, and easily accessible option to withdraw
- it is no longer permissible for a purchase to be made with just a few clicks, while withdrawal requires sending an email, making a phone call, or physically visiting an office.

Mandatory “withdrawal button”

Firstly, the law establishes a completely new requirement – an online store must have a withdrawal button or an equivalent function.

The withdrawal function must be:

- clearly visible
- prominently displayed and labeled with unambiguous and easily readable text regarding the right to withdraw from the contract
- permanently available throughout the entire withdrawal period

Secondly, the consumer must be able to submit an online withdrawal notice via the withdrawal function, containing specific required content and information.

Thirdly, the trader must allow the consumer to submit the withdrawal notice using a confirmation button or a similar function.

Pre-contractual information must be user-friendly

Before concluding the contract, the trader must present the information in a clear and comprehensible manner, ensuring that a minimum amount of information is available at any given time. For example, this must be taken into account because mobile phone screens are small and may not be able to display the entire text. If the information is presented in layers, all pre-contractual information must be available before the contract is concluded.

As a new clarification, it should be noted that if the contract is concluded online, the consumer must also be informed of the existence of a “withdraw” button and its location.

If you would like to know more about the new requirements for online stores, please feel free to contact us.

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