

Message 001

Communication from the Commission - TRIS/(2025) 0120

Directive (EU) 2015/1535

Notification: 2025/0022/IT

Notification of a draft text from a Member State

Notification – Notification – Notifizierung – Нотификация – Oznámení – Notifikation – Γνωστοποίηση – Notificación – Teavitamine – Ilmoitus – Obavijest – Bejelentés – Notifica – Pranešimas – Paziņojums – Notifika – Kennisgeving – Zawiadomienie – Notificação – Notificare – Oznámenie – Obvestilo – Anmälan – Fógra a thabhairt

Does not open the delays - N'ouvre pas de délai - Kein Fristbeginn - Не се предвижда период на прекъсване - Nezahtuje prodlení - Fristerne indledes ikke - Καμμία έναρξη προθεσμίας - No abre el plazo - Viivituste perioodi ei avata - Määräaika ei ala tästä - Ne otvara razdoblje kašnjenja - Nem nyitja meg a késésekét - Non fa decorrere la mora - Atidējimai nepradedami - Atlikšanas laikposms nesākas - Ma jiftaħ il-perijodi ta' dewmien - Geen termijnbegin - Nie otwiera opóźnień - Não inicia o prazo - Nu deschide perioadele de stagnare - Nezačína oneskorenia - Ne uvaja zamud - Inleder ingen frist - Ní osclaíonn sé na moilleanna

MSG: 20250120.EN

1. MSG 001 IND 2025 0022 IT EN 17-01-2025 IT NOTIF

2. Italy

3A. Ministero delle imprese e del Made in Italy

Dipartimento Mercato e Tutela

Direzione Generale Consumatori e Mercato

Divisione II. Normativa tecnica - Sicurezza e conformità dei prodotti, qualità prodotti e servizi

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3B. Ministero delle imprese e del Made in Italy

Ufficio Legislativo

4. 2025/0022/IT - SERV20 - Electronic commerce

5. ANNUAL DRAFT LAW ON SMALL AND MEDIUM-SIZED ENTERPRISES – CHAPTER IV (Articles 12 to 17) “COMBATING FALSE REVIEWS”

6. Electronic Commerce

7.

8. Chapter IV of the draft law under consideration introduces provisions aimed at combating false reviews and protecting consumers from the risks and influences arising from them.

Primary provisions are introduced, aimed at regulating the publication of online reviews relating to products, performances, and services offered by catering companies and tourist facilities located in Italy, including those of an accommodation and thermal type, as well as relating to any form of tourist attraction offered on Italian territory, in compliance with point (e) of the second paragraph of Article 117 of the Constitution and the principles of the European Union in the field of competition.

The draft law identifies the requirements for reviews, the rights of the reviewed entities, and the prohibitions to be observed, entrusting the AGCM with the exercise of investigative and sanctioning powers pursuant to Article 27 of Legislative Decree No 206 of 6 September 2005, and AGCOM, as the National Coordinator of Digital Services, with the regulation of codes of conduct adopted by intermediaries and entities active in the dissemination of online reviews.

9. In an era where the internet and digitalisation have transformed the way people use services and buy goods, online reviews have become an essential tool for consumers in their purchasing choices. Indeed, they play an increasingly significant role in boosting corporate profits, which are now based on the level of reputation they enjoy.

The intervention is aimed at realising the guarantee and protection effects through the right to obtain reviews whose provenance is guaranteed and which offer a sufficiently detailed judgment, as well as through the right to the cancellation of misleading, untruthful, or anachronistic reviews. The desired effects on competition are greater transparency, authenticity, and reliability of information concerning catering and tourism services on the market, and a greater ability to remove anomalies by the authorities responsible for taking corrective measures.

10. References to basic texts: No basic text(s) available

11. No

12.

13. No

14. No

15. Yes

16.

TBT aspects: No

SPS aspects: No

European Commission

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