

Message 001

Communication from the Commission - TRIS/(2025) 1630

Directive (EU) 2015/1535

Notification: 2025/0318/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 - Nezahajuje 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 - Atidėjimai nepradedami - Atlikšanas laikposms nesākas - Ma jiftaħx 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: 20251630.EN

1. MSG 001 IND 2025 0318 IT EN 25-06-2025 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

00187 Roma - Via Molise, 2

3B. Ministero delle Imprese e del Made in Italy

Ufficio Legislativo

4. 2025/0318/IT - SERV20 - Electronic commerce

5. ANNUAL DRAFT LAW ON SMALL AND MEDIUM-SIZED ENTERPRISES – CHAPTER IV (Articles 12 to 16) “COMBATING FALSE REVIEWS”

6. MEDIA – INTERNET-CONNECTED SERVICES

7.

8. The reformulation of Chapter IV, as explained below, implements the results of the dialogue with the European Commission, in compliance with the observations made and the provisions deriving from European Union law.

The new Chapter IV of the draft law under consideration introduces provisions aimed at combating the phenomenon of false online reviews and protecting consumers from the risks and influences arising from such practices. The regulation applies to online reviews related to products, services offered by catering companies and tourist facilities located in Italy, including accommodation, spas, as well as tourist attractions. The scope of application is limited to services provided on national territory by economic operators established in Italy, in accordance with Article 117(2)(e) of the Constitution, and the principles of the European Union in the field of competition.

The draft law defines the requirements for the lawfulness of reviews, providing that reviews may be issued only by persons who have actually benefited from the product or service, and excludes any form of undue incentive.

The regulation also covers the rights of reviewed structures, including how to report illegal or out-of-date reviews, and introduces a ban on the purchase and sale, for any reason, of online reviews.

It is also provided that the Italian Competition Authority (AGCM), after consulting the competent authorities, shall adopt appropriate non-binding guidelines intended to guide companies how to comply with the lawfulness requirements of online reviews, without however introducing binding obligations for intermediary service providers. The same Authority also exercises the investigative and sanctioning powers provided for in the Consumer Code, while the Regulatory Authority for Communications (AGCOM), as the national coordinator of digital services, performs liaison functions with the European Commission and with the competent authorities of the other Member States.

9. This framework, in its revised version compared with the previous draft notified standard (Notification 2025/0022/I), reflects the discussion with the European Commission and complies with the Commission's concerns, in accordance with the Union's legal framework.

The new wording of the standard aims to combat false online reviews that harm competition and deceive consumers, by organically regulating the publication of reviews in the tourism and catering sector.

It establishes clear requirements for the lawfulness of reviews, ensuring that they are authentic and not the result of undue incentives. Defines the rights of the reviewed structures, with the possibility of reporting illegal and no longer current reviews.

It expressly prohibits the purchase and sale of reviews, preventing unfair commercial practices. The rules also provide for the adoption of guidelines by the AGCM to promote the correctness of reviews, ensuring respect for the freedom of expression and the protection of personal data, without imposing a general monitoring burden on intermediary service providers.

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

11. No

12.

13. No

14. No

15. No

16.

TBT aspects: No

SPS aspects: No

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European Commission

Contact point Directive (EU) 2015/1535

email: [grow-dir2015-1535-central@ec.europa.eu](mailto:grow-dir2015-1535-central@ec.europa.eu)