

Our consumer and e-commerce law product offering

CONSUMER & RETAIL

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In the ever-evolving landscape of consumer law, staying ahead of regulations is crucial. Our recognised experts advise iconic brands and global businesses on strategic compliance matters, including the Digital Markets, Competition and Consumers Act 2024 (**DMCC**).

To help you stay compliant, we offer a range of tailored products to support businesses – from our core compliance solutions to our Regulatory Spotlight offering. Our current spotlight focuses on the evolving subscription law and compliance regime, delivered through an all-inclusive subscription product designed specifically for businesses offering subscription services and guiding you through your DMCC compliance journey.



Consumer and e-commerce: core product range



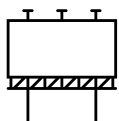
E-compliance Check

We offer two website compliance solutions: a comprehensive audit or a cost-effective checklist. The audit provides a one stop review of your site against all key consumer, e-commerce, marketing and privacy laws - delivering clear regulatory insight, risk identification and practical recommendations. Alternatively, the checklist enables your team to review core requirements independently and make informed updates.



Terms Check

Your terms of sale define your relationship with customers and must comply with consumer and, where relevant, wider e-commerce laws. This includes disclosing mandatory pre-contract information and meeting transparency and fairness requirements - particularly in light of recent guidance on unfair terms and increased regulatory focus. We can update your existing terms or draft a fully compliant, tailored set for your business.



Marketing Compliance

We provide legal copy advice for advertising and marketing materials, acting as an extension of your in-house teams and agencies to support fast, compliant campaign delivery that is aligned to your internal risk appetite. Our support includes ad asset review against the CAP and BCAP Codes and consumer law, claims substantiation, regulator informed risk insight, and the creation of practical marketing playbooks and template terms (including promotional, competition and influencer agreements etc) to support consistent, compliant marketing activity.



OSA Compliance

Our Online Safety Act offering supports your business in achieving and maintaining compliance by assessing the impact of the Act on your operations, conducting risk assessments, documenting your regulatory duties, and preparing and updating key policies, including your terms of service. We manage the regulatory requirements, allowing you to focus on growing your business with confidence.



Financial Compliance

A structured review of your payment and e-commerce model to confirm whether it falls within UK financial regulation, including the Payment Services Regulations and financial promotions rules. We assess your payment flows, gateway and acquirer arrangements, and key compliance risks, and provide clear, commercially grounded recommendations to keep your business compliant, reduce regulatory exposure, and support secure, scalable growth.



Fair Check

We review your business against the DMCC's unfair commercial practice requirements across the entire customer journey - from early marketing through to checkout. We assess whether mandated information is disclosed clearly and at the right time, and identify risks such as unclear pricing, misleading claims, fake reviews and drip pricing, providing practical recommendations to strengthen transparency and reduce enforcement risk.



Accessibility Check

If your business targets European consumers (even from a UK base) Accessibility Check helps you meet the requirements of the European Accessibility Act and U.S. accessibility standards through a comprehensive review of your products and services. In collaboration with our audit partner, we assess your current compliance, identify gaps, and deliver clear remediation steps, tailored training, and support for negotiating with third-party vendors.

Regulatory spotlight: subscription product range



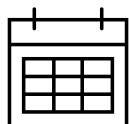
E-compliance Check

We offer two website compliance options: a comprehensive audit or a cost-effective checklist. The audit provides a one stop review of your site against the DMCC subscription rules and wider regulations, identifying risks and providing clear, practical recommendations. Alternatively, the checklist enables your team to review core requirements independently and make informed updates.



Terms Check

Your terms of sale define your relationship with customers and must comply with DMCC subscription rules and wider consumer and e-commerce laws. This includes disclosing mandatory full pre-contract information and meeting transparency and fairness requirements — particularly in light of recent guidance on unfair terms and increased regulatory focus. We can update your existing terms or draft a fully compliant, tailored document for your business.



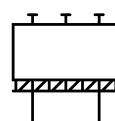
Subscription Check

Subscription Check guides you through the DMCC subscription law requirements, helping you quickly assess how your business can obtain compliance both legally and operationally. It's a practical tool to identify, and address, compliance gaps, ensuring you meet all necessary requirements.



Subscription Notify

The DMCC mandates specific consumer notifications, including an order confirmation, reminder notices, renewal cooling-off notices and an end of contract notice. We can assess your subscription model to ensure the correct timing, content, and frequency of these notices, preparing them for full DMCC compliance.



Marketing Compliance

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Fair Check



Get in touch

Recognition

- top ranked firm in the Chambers and Partners 2025 Rankings
- over 130 practice areas ranked in the Legal500
- categorised as 'Accelerators' in The Lawyer's Innovation Map report
- highly commended for Law Firm of the Year at The Lawyer Awards 2024
- 180+ partners and a total of 1,400+ lawyers and business support employees.



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DISCLAIMER

This information is for general information purposes only and does not constitute legal advice. It is recommended that specific professional advice is sought before acting on any of the information given. Please contact us for specific advice on your circumstances.