



## **World Consumer Protection Map**

Contribution by  
Italy

---

Page 2: Contact of respondent

**Q1** Italy

Name of responding member State

---

**Q2**

Name of responding authority/agency:

Italian Competition Authority

---

Page 3: Consumer protection legislation

**Q7** No

Does your country's Constitution contain a provision on consumer protection?

---

**Q8** Respondent skipped this question

If you do, please provide de following details:

---

**Q9** Yes

Does your country have have specific law(s) on consumer protection ?

---

**Q10** Date 25/01/1992

If you do, when was the main specific law first enacted?

---

**Q11** Date 04/11/2021

If your main specific law on consumer protection has been revised, when was the date of its latest revision?

---

**Q12**

Please provide the following details of the current specific law(s):

1- Name of law	<b>Decreto Legislativo 6 settembre 2005, n. 206 - Codice del consumo</b>
1- URL link	<b><a href="https://www.agcm.it/competenze/tutela-del-consumatore/dettaglio?id=e020532b-9cea-46b8-b8f7-27a788825dd0&amp;parent=Normativa&amp;parentUrl=/competenze/tutela-del-consumatore/normativa">https://www.agcm.it/competenze/tutela-del-consumatore/dettaglio?id=e020532b-9cea-46b8-b8f7-27a788825dd0&amp;parent=Normativa&amp;parentUrl=/competenze/tutela-del-consumatore/normativa</a></b>
2- Name of law	<b>Decreto Legislativo 2 agosto 2007, n. 145 - Pubblicità ingannevole</b>
2- URL link	<b><a href="http://www.agcm.it/normativa/consumatore/4525-decreto-legislativo-2-agosto-2007,-n-145-pubblicit%C3%A0-ingannevole.html">http://www.agcm.it/normativa/consumatore/4525-decreto-legislativo-2-agosto-2007,-n-145-pubblicit%C3%A0-ingannevole.html</a></b>
3- Name of law	<b>Decreto Legislativo 2 agosto 2007, n. 146 - Pratiche commerciali</b>
3- URL link	<b><a href="http://www.agcm.it/normativa/consumatore/4526-decreto-legislativo-2-agosto-2007-n-146-pratiche-commerciali.html">http://www.agcm.it/normativa/consumatore/4526-decreto-legislativo-2-agosto-2007-n-146-pratiche-commerciali.html</a></b>
4- Name of law	<b>Decreto Legislativo 21 febbraio 2014, n. 21</b>
4- URL link	<b><a href="http://www.agcm.it/normativa/consumatore/6841-decreto-legislativo-21-febbraio-2014-n-21-diritti-dei-consumatori.html">http://www.agcm.it/normativa/consumatore/6841-decreto-legislativo-21-febbraio-2014-n-21-diritti-dei-consumatori.html</a></b>

---

**Q13**

Please check all the fields that your consumer protections law(s) cover.

- Consumer rights/legitimate needs,
- Protection of vulnerable and disadvantaged consumers,
- Physical safety,
- Product quality,
- Terms and conditions,
- Promotional marketing and sales practices (including misleading advertisement)
- ,
- Restrictive business practices (competition/antitrust),
- Electronic commerce,
- Water,
- Pharmaceuticals,
- Energy,
- Public utilities,
- Tourism,
- Data protection and privacy,
- Financial services,
- Dispute resolution,
- Redress,
- Consumer education,
- Consumer information

---

Page 4: Consumer protection legislation

**Q14**

From your previous answer, your specific consumer protection law(s) do(es) not cover the following field(s). Please name the relevant law(s) covering this/these field(s):

Respondent skipped this question

**Q15**

Please indicate the URL Link of the relevant law(s) to each field:

Respondent skipped this question

---

Page 5: Consumer protection institutions

**Q16**

Name of Ministry responsible for consumer protection:

Ministry of Economic Development

---

**Q17**

URL link of responsible Ministry for consumer protection:

<https://www.mise.gov.it/index.php/en/>

---

**Q18**

Year when consumer protection was assumed by the current responsible ministry:

2006 (Ministry of Economic Development). Previously, the responsibility was assumed by the CNCU (Consiglio Nazionale dei Consumatori ed Utenti), since 1998.

---

Page 6: Consumer protection institutions

**Q19**

Yes

Do you have a main consumer protection authority/agency?

---

**Q20**

Name of main consumer protection authority/agency:

Autorità Garante della Concorrenza e del Mercato (AGCM)

---

**Q21**

URL of main consumer protection authority/agency:

<http://www.agcm.it/en/>

---

**Q22**

Year of creation:

1990

---

**Q23**

Annual budget: (in USD)

69700000

---

**Q24**

Total number of staff:

281

---

**Q25**

Total number of staff directly affected to consumer protection:

45

---

**Q26**

**Yes**

Do you have a law/decree that governs the main consumer protection authority/agency?

---

**Q27**

If you do, please provide the following details:

Reference of the law/decree

**L. n. 287/90**

URL to law/decree

**<https://www.agcm.it/competenze/tutela-della-concorrenza/dettaglio?id=3a14bdbe-fbd2-4889-8822-54ff31b3a4e2&parent=Normativa&parentUrl=/competenze/tutela-della-concorrenza/normativa>**

---

**Q28**

**Respondent skipped this question**

Does your main consumer protection authority/agency have POLICY MAKING powers over any of the following fields?

---

Page 7: Consumer protection institutions

**Q29**

**Respondent skipped this question**

From your previous answer, your main authority/agency does not have POLICY MAKING powers over the following fields. Please name the relevant authorities/agencies with powers over these fields:

---

**Q30**

**Respondent skipped this question**

URL Link of the relevant authority/agency to each field:

---

**Q31**

Does your main consumer protection authority/agency have ENFORCEMENT powers over any of the following fields?

- Consumer rights/legitimate needs,
- Terms and conditions,
- Promotional marketing and sales practices (including misleading advertisement)
- ,
- Restrictive business practices (competition/antitrust),
- Electronic commerce,
- Tourism

---

Page 8: Consumer protection institutions

**Q32**

From your previous answer, your main consumer protection authority/agency does not have ENFORCEMENT powers over the following fields. Please name the relevant authorities/agencies with powers over these fields:

Respondent skipped this question

**Q33**

URL Link of the relevant authority/agency to each field:

Respondent skipped this question

**Q34**

Regarding enforcement, how many infringement cases does your authority/agency handle on average per year?

68 (average 2018-2020)

**Q35**

Has your authority/agency imposed sanctions and/or other measures for breaches of consumer protection law(s)?

Yes

**Q36**

Maximum amount for sanction/measure allowed by consumer protection law(s): (in USD)

5900000

**Q37**

Record highest amount for any sanction/measure imposed: (in USD)

5900000

**Q38**

Please detail if necessary, what kind of sanctions and/or other measures are available in your jurisdiction

Pecuniary sanctions

---

Page 9: Consumer protection institutions

**Q39**

Yes

Are there any non-governmental consumer organizations/associations in your country?

---

**Q40**

Yes

Do you have a law/decreed that governs consumer organizations/associations?

---

**Q41**

In case you have a law/decreed that governs consumer organizations, please provide the following details:

Reference of the law/decreed

**law n.281/1998**

URL to law/decreed

**<https://web.camera.it/parlam/leggi/982811.htm>**

---

**Q42**

Do consumer organizations/associations fulfil any of the following functions?

- Consultation in policy making,**
  - Legal advice to consumers,**
  - Consumer education,**
  - Consumer information,**
  - Consumer publications,**
  - Legal representation of consumers' individual interests before courts**
  - ,**
  - Legal representation for consumer collective actions**
- 

**Q43**

Yes

Do consumer groups/associations receive public funding?

---

**Q44**

Respondent skipped this question

Name the three largest non-governmental consumer organizations/associations in your jurisdiction:

---

Page 10: Consumer protection institutions



## Consumer Protection Survey

**Q45**

**Yes**

Can consumers obtain redress through judicial channels?

---

**Q46**

**No**

Is there a specialized judicial mechanism for consumer complaints?

---

**Q47**

**Respondent skipped this question**

If there is, please provide the following details

---

**Q48**

**Yes**

Do you have collective redress/class actions for consumer complaints?

---

**Q49**

**Consumers individually,  
Lawyers,  
Consumer associations**

Who can represent consumer interests in court?

---

**Q50**

**Respondent skipped this question**

What is the highest damages award following a collective redress/class action?

---

---

Page 11: Consumer protection institutions

**Q51**

**Mediation/ Conciliation,  
Arbitration**

Regarding out-of-court/alternative consumer dispute resolution, are there any of the following?

---

**Q52**

**Respondent skipped this question**

If there are any of the above, please provide the following details:

---

**Q53**

**Yes**

Are there any CROSS-BORDER out-of-court/alternative consumer dispute resolution initiatives?

---

**Q54**

If there are, please provide the following details:

1- Name	European Consumer Centres Network (ECC-Net)
1- URL Link	<a href="https://www.ecc-netitalia.it/en/">https://www.ecc-netitalia.it/en/</a>

---

Page 12: Consumer protection institutions

**Q55**

Yes

Are there any self-regulation initiatives from businesses?

---

**Q56**

Please provide (up to) 4 examples of the self-regulation initiatives from businesses:

1- Name of initiative	Code of Marketing Communication Self-Regulation Italy
1- URL link	<a href="http://www.iap.it/about/the-code/?lang=en">http://www.iap.it/about/the-code/?lang=en</a>

---

**Q57**

Respondent skipped this question

Are there any co-regulation initiatives between businesses and public entities?

---

**Q58**

Respondent skipped this question

Please provide (up to) 4 examples of the co-regulation initiatives between businesses and public entities:

---

**Q59**

Respondent skipped this question

Do self-regulation and/or co-regulation initiatives cover any of the following issues? (Please relate to UNGCP Guideline 11)

---

Page 13: Consumer protection institutions

**Q60**

Respondent skipped this question

What kind and how many international cooperation agreement(s) on consumer protection does your authority/agency participate in?

---

**Q61**

Respondent skipped this question

Please provide name and URL link of formal bilateral agreements (treaties):

---

**Q62**

Respondent skipped this question

Please provide name and URL link of informal bilateral agreements (memoranda of understanding):

---

**Q63**

Please provide name and URL link of formal multilateral/regionals agreements (treaties) that address consumer protection:

Consumer Protection Cooperation:

The Consumer Protection Cooperation (CPC) is a network of authorities responsible for enforcing EU consumer protection laws in EU and EEA countries.

---

**Q64**

Please provide name and URL link of informal multilateral/regionals agreements (memoranda of understanding) that address consumer protection:

ICPEN

The International Consumer Protection Enforcement Network (ICPEN) is a membership organisation consisting of consumer protection law enforcement authorities from across the globe.

<https://www.icpen.org/protecting-consumers-worldwide>

---

**Q65**

Do cooperation agreements on consumer protection (be those formal/informal/bilateral/regional) cover any of the following fields?

- Enforcement,**
  - Consumer rights/legitimate needs,**
  - Protection of vulnerable and disadvantaged consumers,**
  - Physical safety,**
  - Product quality,**
  - Terms and conditions,**
  - Promotional marketing and sales practices (including misleading advertisement)**
  - ,**
  - Electronic commerce,**
  - Financial services,**
  - Tourism,**
  - Data protection and privacy**
- 

**Q66**

Does your consumer protection enforcement authority/agency have any of the following powers regarding cross-border fraudulent and deceptive commercial practices affecting consumers?

- Investigate,**
  - Pursue,**
  - Share information and evidence**
-

**Q67**

**Yes**

Do you have any experience in cross-border cooperation on enforcement?

**Q68**

If you do, please provide a short description

The Consumer Protection Cooperation (CPC) Regulation has provided an effective framework for cross-border cooperation. In particular, as for bilateral cooperation, under this framework, any authority in a country where consumers' rights are being violated can ask its counterpart in the country where the trader is based to take action to stop this breach of law. For instance, in 2013 the AGCM offered assistance to the Spanish competent authorities in a case concerning an Italian undertaking managing a Spanish website with relevant omissions of information. In terms of coordinating parallel enforcement actions, competent authorities, with the Commission's support, can also coordinate their approaches to applying consumer protection law so as to tackle widespread infringements. For Examples of coordinated positions and actions under the current CPC regulation, please see the following link: [https://ec.europa.eu/info/live-work-travel-eu/consumers/enforcement-consumer-protection/eu-wide-screening-websites-sweeps\\_en](https://ec.europa.eu/info/live-work-travel-eu/consumers/enforcement-consumer-protection/eu-wide-screening-websites-sweeps_en)

**Q69**

Do you engage in technical cooperation or capacity building activities on consumer protection?

	Bilaterally	Through an international organization/network
As a recipient	<b>No</b>	<b>Yes</b>
As a donor	<b>No</b>	<b>No</b>

**Q70**

**Respondent skipped this question**

If you have engaged in technical cooperation or capacity building activities on consumer protection as a recipient/as donor and/or through an international organization/network, please provide the following details for each initiative

Page 14: Consumer protection policies

**Q71**

**Yes**

Does your authority/agency carry out information and education initiatives?

**Q72**

Do information and education initiatives carried out by your authority/agency cover any of the following fields?

Other (please specify):  
 Other: Protection against unfair commercial practices. Educational booklets (<https://www.agcm.it/pubblicazioni/mini-guide>) and videos on consumer protection (<https://convienesaperlo.it/>)

**Q73**

**No**

Does your authority/agency provide specific education and information initiatives for vulnerable and disadvantaged consumers?

---

**Q74**

**Respondent skipped this question**

If your authority/agency does, please provide the following details:

---

**Q75**

**Respondent skipped this question**

Do consumer organizations/associations provide education and information initiatives?

---

**Q76**

**Respondent skipped this question**

If consumer organizations/associations do, please provide the following details:

---

Page 15: Consumer protection policies

**Q77**

**No**

Does your authority/agency conduct research and analysis on consumer protection issues?

---

**Q78**

**Respondent skipped this question**

If your authority/agency does, please provide the following details:

---

**Q79**

**Yes**

Do other organizations/associations conduct research and analysis on consumer protection?

---

**Q80**

**Respondent skipped this question**

If other organizations/associations do, please provide the following details:

---