Help and advice for consumers in Europe

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Information release

Recommendations from ECC-Spain for Responsible Consumer Spending During Black Friday

ECC-Spain assists consumers residing in Spain in handling complaints related to cross-border purchases made within the EU, Norway, Iceland and the United Kingdom.

Madrid, 11 de November 2026. Black Friday and Cyber Monday, which will take place on 27 November and 30 November respectively, are two discount events that traditionally mark the beginning of the Christmas shopping season and have become two of the most important commercial occasions of the year. However, an increasing number of retailers are bringing forward their promotions for weeks, and even months, before these dates.

In this context, the European Consumer Centre in Spain (ECC-Spain) reminds consumers of the importance of making informed and responsible purchasing decisions and warns that not all advertised promotions necessarily represent genuine savings for consumers. For this reason, the Centre provides a number of recommendations to help consumers shop responsibly, understand their rights and avoid potential problems.

Transparency in discounts

When a retailer announces a price reduction, it must clearly indicate the previous price of the product so that consumers can properly compare the offer. As a general rule, that previous price must correspond to the lowest price applied to the same product during the thirty days preceding the promotion.

Consumers' rights

During discount campaigns, consumers' rights are the same as during the rest of the year. In this regard, ECC-Spain reminds consumers that:

- Traders must provide accurate, sufficient and comprehensible information so that consumers can make an appropriate purchasing decision.
- Contract terms must be drafted in a clear and comprehensible manner. Any ambiguous clause shall be interpreted in favour of the consumer and, where contractual terms are unfair, they shall not be binding on the consumer.
- The final price of products must include all applicable taxes and charges. Where additional costs cannot be calculated in advance, they must be clearly communicated before the purchase is completed.
- For discounted products, both the previous price and the reduced price must be indicated.
- The guarantee for products on promotion or discount must be the same as that for products sold at full price. In Spain, the minimum legal guarantee period for new goods is three years. In the case of digital content or digital services, the period is two years, whereas for second-hand goods, the buyer and seller may agree on a shorter guarantee period, with a minimum duration of one year.
- Discounted products must maintain the same quality as the product sold outside the promotional period.
- During the guarantee period, if a product presents defects or is not in conformity with the contract, the seller shall be required to provide an appropriate remedy through repair or replacement. If a remedy cannot be obtained through repair or replacement, if these are not carried out within the legally established time limits, or if other circumstances provided for by law apply, the consumer may request a price reduction or termination of the contract, subject to the relevant legal exceptions.
- If special conditions apply to discounted sales, they must be communicated in a visible and comprehensible manner to the consumer.
- For distance purchases made within the European Economic Area, consumers generally have a period of fourteen days to exercise their right of withdrawal without having to justify their decision. However, there are exceptions, such as the purchase of airline tickets, event tickets, or personalised or made-to-measure products.

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Tips for Responsible Shopping

In order to avoid impulse purchases and potential problems, ECC-Spain recommends:

- Drawing up a list in advance of the products you wish to purchase.
- Setting a budget and sticking to it.
- Comparing prices across different retailers and monitoring product price developments before making a purchase.
- Shopping from secure and trustworthy online retailers, paying particular attention to whether the website address begins with “https://”.
- Using secure payment methods, such as credit cards, which may offer protection mechanisms against unauthorised, fraudulent or erroneous charges.
- Avoiding bank transfers whenever possible and exercising particular caution with retailers that only accept advance payment, since, in the event of problems with the product, the money paid in advance could be lost.
- Reading the terms and conditions carefully before making a purchase.
- Keeping receipts, invoices, order confirmations and any other documentation related to the purchase.
- Considering sustainability criteria, such as the durability, repairability and environmental impact of products before purchasing them.

Free Assistance for Cross-Border Complaints

Consumers residing in Spain may request free assistance from ECC-Spain when they encounter a problem with a purchase made from a business established in another European Union country other than Spain, as well as in Norway, Iceland or the United Kingdom. ECC-Spain provides information on consumers’ rights and handles the processing of complaints, promoting the amicable resolution of disputes relating to cross-border consumer matters within Europe.

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