



Digital Markets, Competition and Consumers Act 2024

2024 CHAPTER 13

PART 3

ENFORCEMENT OF CONSUMER PROTECTION LAW

CHAPTER 8

INTERPRETATION OF PART

PROSPECTIVE

221 Enhanced consumer measures

- (1) References in [this Part](#) to “enhanced consumer measures” are references to—
 - (a) redress measures (see [subsection \(2\)](#)),
 - (b) compliance measures (see [subsection \(3\)](#)), or
 - (c) choice measures (see [subsection \(4\)](#)).
- (2) Redress measures are—
 - (a) measures offering compensation or other redress to affected consumers;
 - (b) in cases where the commercial practice constituting a relevant infringement relates to a contract, measures enabling affected consumers the option to terminate (but not vary) the contract;
 - (c) in cases where the affected consumers cannot be identified, or cannot be identified without disproportionate cost to the person giving the undertaking in question or against whom the order in question is made, measures intended to be in the collective interests of consumers.

Status: This version of this provision is prospective.

Changes to legislation: There are currently no known outstanding effects for the Digital Markets, Competition and Consumers Act 2024, Section 221. (See end of Document for details)

- (3) Compliance measures are measures intended to prevent, or reduce the risk of the occurrence or repetition of, the infringing conduct (which may include measures imposed for the purpose of improving compliance with consumer law more generally).
- (4) Choice measures are measures intended to enable consumers to choose more effectively between persons supplying goods, services or digital content.
- (5) In [this section](#)—
 - (a) references to affected consumers are references to consumers who have suffered loss as a result of the infringing conduct or who have otherwise been affected in any other way by the conduct;
 - (b) references to the “infringing conduct” are to the conduct that has given rise to the enforcement order or undertaking concerned.

Commencement Information

II S. 221 not in force at Royal Assent, see [s. 339\(1\)](#)

Status:

This version of this provision is prospective.

Changes to legislation:

There are currently no known outstanding effects for the Digital Markets, Competition and Consumers Act 2024, Section 221.