Can You Legally Sell in the EU? The 15-Minute GPSR Check

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Since 13 December 2024, every consumer product sold to EU customers needs an EU responsible person, safety information on the listing and traceable labels. Answer 12 questions to see where your store stands.

The check

Tick every statement that is true for all the products you sell to EU customers today.

Your role

- [ ] 1. I know, for each product, whether I am the manufacturer, importer or distributor under GPSR.
- [ ] 2. I know that putting my own brand or logo on a factory product makes me its manufacturer.

EU responsible person

- [ ] 3. Every product I sell has a named responsible person established in the EU.
- [ ] 4. I have that person's name, postal address and email in writing.

Your listings

- [ ] 5. Every product page shows the manufacturer's name, postal address and email or website.
- [ ] 6. Every product page shows the EU responsible person's details.
- [ ] 7. Every product page shows a picture, the product type and an identifier such as model or batch.
- [ ] 8. Any warnings are shown in the language of the countries I ship to.

Products and documents

- [ ] 9. The product or its packaging carries a model, batch or serial number and the same contact details.
- [ ] 10. I have test reports or supplier confirmations saved for each product.

Processes

- [ ] 11. I keep a log of safety complaints and know how to report a serious accident through the EU Safety Business Gateway.

- [ ] 12. I know the required format of a product safety recall notice and which remedies I must offer.

Your score

Count your ticks: every missing tick is a reason a parcel, listing or ad account can be stopped.

Ticks	Where you stand	Do this next
0 to 4	Exposed: EU customers can buy, but your products are not traceable to anyone in the EU	Start with questions 3 to 7 this week: responsible person and listing information
5 to 8	Partly covered: the basics are visible, the paper trail is not	Collect supplier documents and label photos, then fix the remaining listings
9 to 12	In good shape	Keep a complaints log and repeat this check for every new product

Want the shortcut? The EU Selling Compliance Kit turns every unticked box into a step: a 7-day plan, the supplier request email, the listing block, a risk analysis template, a complaints log and a recall notice skeleton, all based on the European Commission's official GPSR guidelines.

This checklist is general education, not legal advice. Specific product categories (toys, electrical goods, cosmetics and others) have extra rules.