



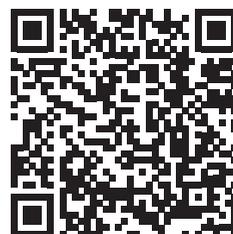
Office for Product
Safety & Standards

**BUY SAFE
BE SAFE**



Shopping safely on online marketplaces

For more information, visit
[gov.uk/guidance/consumer-product-safety-advice-for-staying-safe](https://www.gov.uk/guidance/consumer-product-safety-advice-for-staying-safe)
or scan the QR code:



Buying online can be a convenient way to find what you need.

With a few simple checks, you can shop more safely and feel more confident about your choices.



Before you buy

✓ Check the seller

Look at their name, location, and how long they've been selling on the marketplace.

✓ Read reviews carefully

Look for detailed reviews that mention product quality or safety, not just star ratings. It's also helpful to read some of the negative reviews.

✓ Check the product information

A reliable listing should include:

- clear descriptions of the product
- instructions or warnings, where relevant

✓ Look for recognised safety markings

Some types of products require safety markings such as:

- UKCA
- CE



✓ See if the product has been recalled

Sometimes products with safety issues are recalled. You can check this by searching 'product recalls' on [GOV.UK](https://www.gov.uk).



✓ When your item arrives:

- check it matches the pictures and description online
- follow any instructions or safety guidance provided

If something doesn't seem right, stop and contact the seller or the marketplace.