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## Consumer authorities take welcomed first steps against suspected unfair practices in video games

Today, the European Commission and the network of consumer protection authorities (CPC-Network) [announced](#) a coordinated action against Swedish video games developer Star Stable for suspected infringements on EU consumer law. The action is coordinated by the Swedish and Norwegian consumer authorities. BEUC welcomes this action, yet more needs to still must be done to ensure safe gaming environments for all.

This follows a [complaint](#) by BEUC member Sveriges Konsumenter from March 2024, which targets problems with in-game currencies and unfair marketing methods among others.

Consumers – especially children and teenagers who are regular video games users – remain very vulnerable to such manipulative and unfair practices. Last year, BEUC already denounced [similar cases](#) to the CPC-Network.

### Agustín Reyna, Director General of BEUC, commented:

"We welcome the CPC-Network is taking action today against the video games sector as the interest of millions of vulnerable consumers – especially children and teenagers – is at play. Although the gaming world is virtual, it still needs to abide by real-world rules.

"This is the tree that hides the forest. Star Stable isn't the only game developer suspected of using such unfair practices. It is essential that authorities consider today's action only as a starting point until they can declare 'game over' to unfair practices across the whole video games sector."

### Background

In September 2024, BEUC highlighted in [a complaint to the European Commission and the CPC-Network](#) 7 major gaming companies<sup>1</sup> suspected of using similar unfair commercial practices with consumers.

The Commission is planning to organise talks between the gaming sector and consumer organisations to address these issues. Together with our members, we will take part in these discussions to ensure that consumer rights are protected.

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<sup>1</sup> Activision Blizzard, Electronic Arts, Epic Games, Mojang Studios, Roblox Corporation, Supercell and Ubisoft.