

## HUNGARIAN COMPETITION AUTHORITY UPDATES: COMPETITION AND CONSUMER PROTECTION LAW

The **Hungarian Competition Authority (“GVH”)** has updated its collections of important decisions with regard to competition and consumer protection law. The updates include several interesting decisions from 2019.

The full list for the **Competition Act Collection** can be found at the [this link](#), in Hungarian, but we will highlight some of the newly added cases below:

- The acting Competition Council reduced the fine to be imposed because a company under investigation undertook to develop further its existing compliance programme in a way and to an extent that provides significant added value compared to existing compliance measures and may be suitable for preventing or deterring the commission of similar infringements in the future (VJ/103/2014 and VJ/19/2016 cases).
- If a company under investigation was found to have infringed the Competition Act on several occasions, a fine must be imposed and not even a complex commitment may lead to full remission of the fine (Magyar Telekom, consumer protection, VJ/24/2018).

The full list for the **Consumer Protection Collection** can be found at the [this link](#), in Hungarian, but once again we would like to highlight some of the newly added cases below:

- Based on this decision, the user consents approving the use of the user’s personal data by the service provider, is something with a significant market value, and therefore, such service cannot be viewed and advertised as free of charge (Facebook, misleading customers, VJ/85/2016);
- A significant market player will obviously choose a slogan that can influence its current and potential consumers and therefore promote the most important message regarding the service provided. However, if the message not only promotes the service as an advertisement, but also contains an essential feature of the service, then it will be considered as being able to influence the decision of the consumer (Vodafone, misleading advertising, VJ/76/2016);
- The Acting Competition Council noted that companies enjoy complete freedom in the development of their commercial practices, but may only publish advertisements whose content can be verified (Vj / 76/2016.).