

THE EU WITHDRAWAL *Button* CHECKLIST

Six checks that decide whether your store meets EU Directive 2023/2673 —
and what a missed deadline is *quietly costing you*.

6
COMPLIANCE
CHECKS

14^d
STANDARD
WITHDRAWAL

12^{m+14d}
IF NON-
COMPLIANT

4%
MAX FINE ON
TURNOVER

FIN METHOD · OPERATOR TOOLKIT · 2026

The deadline passed. *The exposure hasn't.*

EU Directive 2023/2673 requires every ecommerce store selling into the EU to give customers a one-click withdrawal button — *on the store, from any page, in the local language*. Compliance was due 19 June 2026. If your store missed it, every non-compliant order carries a legal tail.

STANDARD RIGHTS

14-day withdrawal window on every EU order.

The customer's normal right to change their mind under EU consumer law. Predictable, budgeted-for, priced into your returns policy.

IF NON-COMPLIANT

Extended to 12 months + 14 days.

Every order placed while your store was non-compliant remains legally cancellable for a full year after the extended window starts.

COMPLIANCE DEADLINE

19 June 2026 — already passed

EU Directive 2023/2673
National authorities enforce - Italy's AGCM can fine up to 4% of turnover

WHAT THIS CHECKLIST DOES

Six checks. Each one either **passes cleanly** or names a specific fix. Work through them once with your store open in another tab — most operators complete the audit in under ten minutes and know exactly which of the six (if any) needs attention before end of day.

The remediation page on the back covers what to do for every *X* — most fixes are configuration changes in a Shopify app, not developer work.

OPERATOR PRINCIPLE

A compliance gap you don't know about is *still on your books* — you just haven't been billed yet.

The *6 Compliance* Checks

Verify each item below with your store open in another tab. Tick Yes if compliant, No if not. Any No means an immediate fix — see the remediation table on the next page.

01

A prominent Withdrawal Button exists on your store
Accessible from *any page*. Visible without login. Cannot require account registration or app download to access.

☐ YES ☐ NO

02

The button uses the legally-mandated first-step label
First step labelled "*Withdraw from contract here*" — or the local-language equivalent for each market you sell in.

☐ YES ☐ NO

03

The withdrawal is a two-step process, not one click
Second step is a confirmation page labelled "*Confirm withdrawal*". Prevents accidental cancellations on mobile.

☐ YES ☐ NO

04

The confirmation page captures order identification
Customer enters or confirms their name, contact details, and the specific order or contract being withdrawn from.

☐ YES ☐ NO

05

An automated confirmation email sends on withdrawal
Email delivered on a "*durable medium*" (their term) — timestamped, retained, provable if a dispute arises.

☐ YES ☐ NO

06

The flow works for every EU customer country you sell to
No country-blocking, geo-redirect, or account restriction that prevents EU-based customers from accessing the button.

☐ YES ☐ NO

If any check failed, *here's what to do next.*

Most fixes are Shopify configuration, not developer work. A dedicated EU Withdrawal Button app handles checks 1–3 with compliant defaults out of the box; the remaining checks are toggles inside that app.

Xon #1, 2 or 3
No compliant button, or wrong labels / flow

Install a dedicated Withdrawal Button app on Shopify
Most offer **compliant defaults** out of the box. Common options: **EU Withdrawal Button app** (free tier available), **Revize**, **IFG Returns & Withdrawals**. Install one, enable the default flow, publish to your storefront — this alone resolves checks 1–3 in most cases.

Xon #4
Confirmation page missing identification

Check your app's confirmation-step configuration
Most apps offer a **form-fields toggle** for name, contact, and order reference. Enable all required fields. If the app you chose doesn't support this, switch to one that does — this is not optional under the directive.

Xon #5
No confirmation email automation

Verify the app's email automation is enabled
Configure it with your store's sender address. Then **test by submitting a real withdrawal request** — confirm the email actually arrives. A misconfigured SMTP setting means legally you have no proof-of-withdrawal record.

Xon #6
Blocked or restricted for some EU countries

Check for geo-restrictions in Shopify Markets settings
Or in your app's country configuration. The directive applies to **all EU markets equally**. A geo-block that appears convenient (e.g. restricting to your primary market) exposes you to non-compliance for every hidden EU market you're technically still visible in.

*Once every check passes, take a screenshot of the withdrawal flow on your live store and file it — **proof of compliance** on a specific date is your first defence if an authority ever asks.*

You spotted the gap. *Want someone to close it?*

This checklist tells you *whether* you're compliant. It can't rebuild a broken checkout, redesign the flow, or fix the surrounding UX that's quietly costing you conversions elsewhere on the same funnel. That's a different job — and it's the one I do.

The withdrawal button is one touchpoint. If the fix surfaces bigger problems — *an unclear PDP, a confusing checkout, a returns flow that generates more requests than it prevents* — a fuller Shopify audit is where the compounding gains sit. Two fixed-price options, both delivered as written work, no retainers.

CONTENT & UX

Shopify Content & UX Rebuild
Rebuild one product or collection page for clarity and post-purchase alignment — including the withdrawal-flow touchpoints and any accompanying policy pages that need updating.
£550 ONE PAGE REBUILT
WRITTEN & DELIVERED

FUNNEL OPTIMISATION

UX & Funnel Optimisation
Top six prioritised UX changes across your Shopify funnel — **checkout, PDP, cart, thank-you page, withdrawal flow**. Ranked by likely conversion impact, spec'd so a developer or you can action them.
£750 SIX RANKED FIXES
FIXED PRICE, NO RETAINER

Built from real operator experience — *£1M in Shopify sales, damaged returns cut from 41% to under 1%, four UK Amazon category #1 bestsellers*. Read the full case study at finmethod.co.uk/blog/eu-withdrawal-button-shopify.

Nadira Barre
FIN METHOD