

Have you made a purchase on Amazon?

You may have overpaid and be eligible for compensation.

Consumers aged 18 or over who, from 15 August 2019 to 14 August 2025, purchased at least one product from a third-party seller on Amazon's UK based e-commerce platform at Amazon.co.uk could benefit from a legal action that is seeking compensation from Amazon

This legal notice has been issued at the direction of the Competition Appeal Tribunal

- The Consumer Rights Act 2015 allows collective proceedings to be brought on behalf of a group or groups of persons who are alleged to have suffered loss as a result of unlawful anticompetitive conduct. For collective proceedings to be brought, the Tribunal must first make a collective proceedings order authorising a person to act as a representative of the class and certifying the proposed claim as eligible for inclusion in collective proceedings.
- The Association of Consumer Support Organisations Ltd (“**ACSO**”) has filed an application for a collective proceedings order against Amazon.com, Inc., Amazon Europe Core S.à.r.l., Amazon EU S.à.r.l., Amazon UK Services Limited and Amazon Payments UK Limited (collectively, “**Amazon**”).
- The proposed claim alleges that Amazon breached competition law by implementing price parity policies that prevent or strongly discourage third-party sellers from charging lower prices for their products on other websites. This alleged anti-competitive conduct may have resulted in higher prices for UK consumers who shopped on Amazon.
- The Tribunal will hear arguments as to whether ACSO should be authorised to act as the class representative at a hearing scheduled to begin on 5 October 2026 at 10:30 am. The hearing will last one day (with one day in reserve on 6 October 2026) and will take place at the Competition Appeal Tribunal, Salisbury Square House, 8 Salisbury Square, London EC4Y 8AP. The hearing will be livestreamed on the Tribunal's website and can be viewed by clicking on the “Watch Now” button on the Diary page at www.catribunal.org.uk/diary.
- If the Tribunal grants ACSO's application for a collective proceedings order, the proposed claim will proceed to a full trial and those who fall within the proposed class definition will automatically be included in the claim and will be bound by any judgment or settlement, unless they choose to opt out.
- This Notice explains the proposed claim, who may be included, your rights and the related deadlines.

Please read this Notice carefully as your decisions about the claim will have legal consequences.

YOUR LEGAL RIGHTS AND OPTIONS NOW

<u>OBJECT TO THE APPLICATION OR THE PROPOSED CLASS REPRESENTATIVE BY 2 JULY 2026</u>	Any person with an interest (including anyone who would be a member of the proposed class) may object to the application for a collective proceedings order, the authorisation of the proposed class representative (the Association of Consumer Support Organisations), the proposed class definition, or the claim by stating their reasons for objecting in writing (see Questions 11 and 12).
<u>APPLY TO MAKE WRITTEN OR ORAL SUBMISSIONS TO THE TRIBUNAL BY 2 JULY 2026</u>	Any person who might be a member of the proposed Class may apply to the Tribunal for permission to make written or oral submissions at the hearing (see Question 13).
<u>REGISTER TO RECEIVE UPDATES</u>	Visit www.amazoncostsyoumore.co.uk to register your contact information to receive periodic updates regarding the claim, including the outcome of the hearing of the application for a collective proceedings order.

The proposed claims

The claims against Amazon relate to Amazon's price parity policies which apply to third-party sellers on Amazon's UK marketplace. These policies prevent or strongly discourage third-party sellers from offering lower prices for their products on other e-commerce platforms and their own websites, even where the costs of selling through these other sales channels are lower than the costs of selling through Amazon's UK marketplace.

ACSO alleges that the price parity policies, which are monitored and enforced by Amazon, unlawfully protect Amazon from price competition from other e-commerce platforms, thereby strengthening Amazon's market dominance and enabling Amazon to charge third-party sellers higher marketplace fees than would otherwise be the case absent Amazon's price parity policies. Third-party sellers in turn pass on Amazon's inflated marketplace fees to consumers by charging higher prices for the products they sell on Amazon's UK marketplace.

It is alleged that Amazon's conduct amounts to a breach of statutory duty and the claims are brought under Articles 101 and 102 of the Treaty of the Functioning of the European Union (up to 31 December 2020) and / or Sections 2 and 18 of the Competition Act 1998.

The proposed class

ACSO seeks compensation from Amazon for losses resulting from Amazon's alleged anticompetitive price parity policies and will combine the claims of UK-domiciled consumers that purchased products from third-party sellers on Amazon's UK retail marketplace at amazon.co.uk.

Specifically, the proposed claim includes "*all natural persons aged 18 or over (and / or the estates of deceased natural persons who were 18 or over at the time of death), other than Excluded Persons,*

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who purchased at least one product from a third-party seller on Amazon's UK based e-commerce platform at Amazon.co.uk during the Relevant Period".

For these purposes:

- “*Excluded Persons*” means (i) officers, directors or employees of Amazon, their subsidiaries and any entity in which they have a controlling interest; (ii) any registered corporate entity or other registered entity with legal personality; and (iii) persons involved in these collective proceedings, including members of ACSO’s and Amazon’s respective legal teams and all experts and professional advisors instructed and retained by them and all funders or insurers, as well as members of the Tribunal panel and any judge hearing any appeal.
- “*Relevant Period*” means the period starting six years before the date on which the claim was filed with the Competition Appeal Tribunal and ending on the date on which the claim was filed with the Competition Appeal Tribunal, i.e., 15 August 2019 to 14 August 2025. The period may be 5 years in some instances, where the claims are governed by Scots law.

Hearing of application for a collective proceedings order

A hearing to decide ACSO’s application for a collective proceedings order will take place on 5 October 2026 at 10:30 am. At or after that hearing, the Tribunal will decide whether the claims can proceed. The hearing is expected to last for one day, with one day in reserve on 6 October 2026. The location of the hearing will be: Competition Appeal Tribunal, Salisbury Square House, 8 Salisbury Square, London EC4Y 8AP.

The hearing is open to the public.

The hearing may also be attended virtually via the Tribunal’s website (a “Watch now” link to view the hearing will appear on the hearing date under the Diary list on the following pages: <https://www.catribunal.org.uk/> and <https://www.catribunal.org.uk/diary>).

Rights to object and make submissions

Any person with an interest (including any member of the proposed class) may object to ACSO’s application for a collective proceedings order or the authorisation of ACSO as the proposed class representative by making written submissions.

Those written submissions must be sent to the Tribunal using the details given below (see Questions 11 and 12 below) and must be received by 2 July 2026.

Any member of the proposed class may apply to the Tribunal to make submissions either in writing or orally at the hearing of the application for a collective proceedings order commencing on 5 October 2026. Any such application must be made in writing and sent to the Tribunal using the details given below (see Question 13 below) and must be received by 2 July 2026. See Question 12 below for further details on the process for objecting.

Questions and Answers

1. Why has this notice been issued?

The Tribunal has issued directions for a hearing to determine whether to grant ACSO's application for a collective proceedings order ("**CPO**"). The hearing is scheduled to commence on 5 October 2026. This notice has been issued to inform you of your right to object to the CPO application or the authorisation of ACSO as the proposed class representative.

2. What is the Competition Appeal Tribunal?

The Competition Appeal Tribunal, also referred to as the Tribunal or "CAT", is a specialist court based in London that covers the whole of the UK and hears cases concerning the application of competition law, including collective proceedings such as these. The Tribunal publishes its Rules and Guidance, together with information about what it does and details of its ongoing cases, on its website at www.cattribunal.org.uk.

3. Who is the proposed claim against?

The proposed claim is against several companies in the Amazon corporate group. Amazon operates an online retail marketplace through which customers can purchase products from third-party sellers and Amazon's own retail arm. Amazon's UK marketplace is available at amazon.co.uk and can be accessed through a web browser or an application that can be downloaded onto portable devices.

The proposed defendants are all members of the Amazon corporate group:

1. Amazon.com, Inc.;
2. Amazon Europe Core S.à.r.l.;
3. Amazon EU S.à.r.l.;
4. Amazon UK Services Limited; and
5. Amazon Payments UK Limited.

4. What did Amazon allegedly do wrong?

The claims arise from Amazon's "price parity policies", which effectively prevent or strongly discourage third-party sellers from offering lower prices on other e-commerce platforms or on their own direct channels even where the costs of selling through those other sales channels are lower.

ACSO alleges that absent the price parity policies, third-party sellers would be able to and would in fact offer their products at lower prices on other e-commerce platforms. This would allow other e-commerce platforms to grow their market shares, which in turn would apply competitive pressure on Amazon. Faced with increased competitive pressure from other e-commerce platforms, Amazon would reduce the level of its marketplace fees to third-party sellers. As a consequence, third-party sellers would in turn pass on the reductions in marketplace fees in the form of lower prices to consumers purchasing their products on Amazon's UK marketplace.

In other words, but for Amazon adopting and enforcing the price parity policies, UK-domiciled consumers who purchased products from third-party sellers on Amazon's UK marketplace would have paid less for those products. Accordingly, those consumers have suffered loss and damage.

To learn more about ACSO's proposed collective proceedings, please visit www.amazoncostsyouthmore.co.uk.

5. Who is the proposed class representative?

The Association of Consumer Support Organisations ("**ACSO**") is the proposed class representative. ACSO is a not-for-profit membership body that was formed in 2019 to represent the interests of consumers in the civil justice system. Its mission is to engage positively with policymakers, regulators, industry and the media to ensure there is a properly functioning, competitive and sustainable justice system for honest consumers.

ACSO has considerable experience of advocating for consumers' rights within the UK's civil justice systems and seeking financial compensation and other forms of protection for consumers. It has also sought to improve access to justice for vulnerable UK consumers.

As the proposed class representative, ACSO would conduct the claim against Amazon on behalf of all class members (except for those who decide to opt out of the class). ACSO would instruct the lawyers and experts, make decisions on the conduct of the claim and consider and decide whether to present any offer of settlement that Amazon may make to the Tribunal for its approval. The Tribunal will assess ACSO's suitability to act as the proposed class representative as part of the hearing on 5 October 2026.

6. What does it mean that the claims are being brought on an "opt-out" basis?

An "opt-out" basis means that anyone who meets the proposed class definition will be automatically included in the claim and be bound by the result (favourable or not) unless they expressly ask to "opt out" of the legal action.

It will also be possible for those who are not automatically included in the claim but meet certain criteria to "opt in" to the claim if they have suffered loss because of Amazon's conduct.

More information can be found at www.amazoncostsyoumore.co.uk.

7. Who would be in the proposed class?

The proposed class definition is given above. All persons who fall within the definition of the proposed class and who are domiciled in the UK on the domicile date (which will be determined by the Tribunal at the hearing commencing on 5 October 2026) are proposed to be included in the proposed class. Broadly, the class is made up of all UK-domiciled consumers who have made purchases from a third-party seller on Amazon's UK retail marketplace.

8. What does it mean to be domiciled in the UK?

An individual is considered to be domiciled in the UK if they have been continuously living in England, Wales, Scotland or Northern Ireland for at least three months.

9. How do I know if I purchased a product from a third-party seller?

You can check whether you bought products from a third-party seller on Amazon by logging into your Amazon.co.uk account.

Once you are logged in to your account, navigate to the “Your Orders” section of your account. You can then click on “Order Details” for any individual purchase. Look for text that says “Sold by”, followed by the name of the seller. If anyone other than Amazon is listed after “Sold by”, that indicates you purchased a product from a third-party seller and may be a member of the class that ACSO represents.

You can also download an invoice from the same “Order Details” page that will list the third-party seller from whom you purchased the relevant product.

10. Who is funding the proposed collective proceedings?

The proposed collective proceedings will be funded by a reputable litigation funder, Woodsford. Woodsford is a founding member of the Association of Litigation Funders of England and Wales and abides by its Code of Conduct. Woodsford will also cover Amazon’s legal costs, in the event that the claim is unsuccessful.

A non-confidential copy of the litigation funding agreement is available to proposed class members upon request through www.amazoncostsyoumore.co.uk.

Members of the proposed class will not have to pay anything to be a part of the claim, and they face no personal risk by being a member of the class.

11. Will Class Members have to pay legal costs in order to benefit from the proposed collective proceedings?

No. Proposed Class Members will not need to pay anything to be part of the claims, and they do not run any risk of having to pay Amazon’s costs if the claims are unsuccessful.

The claims are being funded by Woodsford Litigation Funding 55 LLP (“**Woodsford**”) and the legal team is working on conditional fee agreements, which means only part of their fees are being paid now and the remainder will be paid if the claims are successful. If the claims are unsuccessful, Woodsford has agreed to pay up to £25 million for Amazon’s reasonable legal costs if ACSO is ordered to pay them, and it is anticipated that it will also obtain ‘After-the-Event’ insurance to strengthen this position. These are standard arrangements for collective actions such as these and the Tribunal will be asked to approve them.

If the claims are successful, Woodsford, the legal team and the insurers who have all put money at risk will apply to the Tribunal for a fee or uplift. The fees and uplifts are generally calculated depending on the stage the cases reach, how much ACSO spent, and Woodsford’s funding commitment. The Tribunal has powers to order payment of the fees, uplift or other legal expenses or disbursements (to the extent these are not recovered from Amazon) from any award of damages, either before or after distribution to Class Members.

ACSO has agreed, in return for the funding, to apply for an Order from the Tribunal, at an appropriate stage (or stages) in the proceedings, that the costs, fees and disbursements be deducted from any damages award or settlement sum before the balance is distributed to Class Members and / or to charity. Under the terms of the agreement, in those circumstances, the funder would be entitled to a lower return on their investment. ACSO considers that this is consistent with the best interests of Class Members, as the funding has enabled the claims to be brought. Whether or not such an order is granted will be wholly in the discretion of the Tribunal.

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HOW TO OPT OUT OR OPT IN

12. Who can object and to what?

Any person with an interest (including anyone who would be a member of the proposed class) may object to the application for a collective proceedings order or the authorisation of the proposed class representative.

13. How do I object?

To file an objection, you must write to the Tribunal stating the reasons why you oppose the application for a collective proceedings order, the proposed class definition, the claim, or the proposed class representative, and provide any legal arguments you may have to support your objection. Be sure to reference “*Association of Consumer Support Organisations Ltd v. Amazon.com, Inc. and others*, Case No. 1749/7/7/25” in your objection.

Your objection must be sent by post or email, so it is received by no later than 4pm on 2 July 2026.

The Registrar
Competition Appeal Tribunal
Salisbury Square House
8 Salisbury Square
London EC8Y 8AP
www.catribunal.org.uk
Registry@catribunal.org.uk

14. Who can make a written or oral submission at the hearing of the application for a collective proceedings order?

Any member of the proposed class may also apply to the Tribunal for permission to make submissions either in writing or orally at the hearing of the application for a collective proceedings order commencing on 5 October 2026. Any such application must be made in writing using the details given above and received by the Tribunal by 4pm on 2 July 2026.

15. When and where will the hearing of the application for a collective proceedings order take place?

The hearing of the application for a collective proceedings order is scheduled to begin on 5 October 2026 at 10:30am and last for one day, with one day in reserve on 6 October 2026. The hearing of ACSO’s application for a collective proceedings order will take place at the Competition Appeal Tribunal, Salisbury Square House, 8 Salisbury Square, London EC4Y 8AP. The hearing is open to the public.

The hearing may also be attended virtually via the Tribunal’s website (a “Watch now” link to view the hearing will appear on the hearing date under the Diary list on the following pages: <https://www.catribunal.org.uk/> and <https://www.catribunal.org.uk/diary>).

16. How can I stay updated on the progress of the proposed claims?

Visit www.amazoncostsyoumore.co.uk to register your contact information to receive periodic updates on the proposed claim. Updates will also be posted on the website as they become available.

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