



Department for
International Trade



Consumer Protection in the UK-New Zealand Free Trade Agreement

► The UK-New Zealand Free Trade Agreement includes a comprehensive Consumer Protection chapter – a first for the UK's independent trade policy. The chapter enhances consumer welfare and trust through the promotion of transparent, effective measures to protect consumers, including online.

Thanks to this chapter, consumers can trade with confidence, knowing that the FTA enshrines protections for consumers in both countries buying goods and services in each other's markets.

A first of a kind

The UK has a world leading consumer protection regime. The inclusion of a standalone consumer protection chapter is a first of a kind in the UK's independent trade policy. It signals the UK's and New Zealand's interest in having robust consumer protections at home and abroad.

Greater consumer confidence

Consumers will have greater confidence that they will have strong protections when buying goods in person or online from businesses in New Zealand. The deal outlines that both countries will maintain measures that protect consumers from fraudulent, deceptive, misleading, and unfair commercial activities, including online.

Cooperation on enforcement

Both countries will cooperate on enforcing consumer protection law and building consumer confidence. For example, the UK and New Zealand have committed to publishing information on consumer protections, including how consumers can access remedies and how businesses can comply with legal requirements.

Championing strong data protection standards

The agreement upholds the UK's strong data protection standards, providing a trusted trading environment for both businesses and consumers. Transfers of personal data to New Zealand must satisfy the UK's data protection laws. This will provide confidence for consumers to shop online and benefit from international services.