Information/Requirements regarding the BFSG/EAA and the EmpCo Directive

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Conrad Electronic SE
Klaus-Conrad-Strasse 1 - 92240 Hirschau - Germany

This document outlines the guidelines for ensuring the legal compliance of master data creation across the product range supplied by the Conrad Group.

European Web Accessibility Act (EAA)/Germany's Accessibility Improvement Act (BFSG)

EAA compliance is mandatory.
All content displayed on our product detail pages (PDPs) needs to be legally unassailable.
Please keep in mind that we at Conrad already ensure full EAA compliance of our image content.

 However, when it comes to videoclips, we follow a different protocol.
Product videos to be displayed in our gallery are exclusively handled by **DemoUp Cliplister GmbH** who we, as a supplier, are working with. They offer automated uploading - fast, efficient and brand-compliant. To use the service, brands need to register with DemoUp Cliplister before submitting their video content for upload.
To do so, please contact the **DemoUp Cliplister** team at **contact@demoup-cliplister.com**

Mandatory information you need to submit to DemoUp Cliplister:

- **Product identifier (e.g EAN/GTIN)**
- **Product name and description**
- **Content language**

To upload and display content in a **EAA-compliant** way, the system needs to generate and enrich the relevant EAA data.
This will incur costs – more information available here.
(In addition, video content will also checked for compliance with the EU ECGT/Green Claim Directive.)

Afterwards, **and in compliance with the law**, the submitted content will be used to generate the following data:

Mandatory EAA data

- Content description
- Narrated content description
- Transcript

If you have questions about content integration, or about the technicalities of content submission, please contact the team at DemoUp Cliplister who are happy to help.

Guidelines for Information related to the Environment and Sustainability (EU ECGT/Green Claims Directive)

ECGT compliance is mandatory. This means, among others:

No vague claims: Using terms such as “eco-friendly”, “eco-compatible”, “green” or “biodegradable” without concrete scientific evidence backing up these claims is not allowed.

No carbon offsetting: Marketing products as “climate-neutral” is no longer allowed if the claimed climate-neutrality is solely achieved by purchasing carbon credits (e.g. in the form of deforestation certificates etc).

No “future faking”: Claims such as “Climate-neutral by 2030” will need to be substantiated by a detailed, workable and independently monitored action plan.

Suppliers are responsible for ensuring the accuracy and legal compliance of the information they provide.
In the event of non-compliance, we reserve the right to suspend both the respective content and the affected product range immediately. Moreover, suppliers will be held responsible for any losses and legal consequences as a result of non-compliance.