

# EU Right of Withdrawal

Last Modified on 19/06/2026 1:56 pm IST

## EU Right of Withdrawal

### What Is It?

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The **EU Right of Withdrawal** (also known as the “cooling-off period”) is a legal requirement under **EU Directive 2011/83/EU** on Consumer Rights. It gives consumers in the European Union the right to cancel an online order **within 14 days** of receiving it, without needing to give a reason.

Retailers selling to EU-based customers are legally required to:

1. **Inform customers** of this right — clearly, on all pages of the store (typically via a footer link)
2. **Provide a mechanism** for customers to exercise that right (a withdrawal form)
3. **Acknowledge receipt** of a withdrawal request in writing

Failure to meet these requirements can expose the retailer to regulatory penalties and extend the withdrawal window to **12 months**.

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### Who Needs to Enable This?

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This feature should be enabled by any store that sells to customers in the **European Union or European Economic Area (EEA)**, including but not limited to:

- Stores based in EU/EEA countries
- Stores based outside the EU that ship to EU/EEA customers (e.g. a US store that ships to Germany, France, Ireland, etc.)

**US-only or UK-only stores with no EU customers do not need to enable this.** If you are unsure whether this applies to you, check with your legal advisor.

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### What Happens If You Don't Enable It?

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If you sell to EU customers and do not provide a right of withdrawal mechanism:

- The **14-day withdrawal window is automatically extended to 12 months** under EU law
  - You may be in breach of consumer protection regulations in the customer's country
  - Customers can still demand a refund and you have fewer legal protections to fall back on
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### How to Enable

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1. In **Webstore Manager**, go to **Settings → All Config Options**

## 2. Search for “Enable EU Right of Withdrawal”

3. Enable the option and fill in:

- **From Email** — the address withdrawal acknowledgement emails will be sent from (defaults to your store email if left blank)
- **Recipient Email** — the address that receives withdrawal notifications (defaults to your store email if left blank; supports multiple comma-separated addresses)

**WebStore Configuration**

You can manage your WebStore preferences and configuration options here. Please refer to the online documentation before changing any settings.

Filter  
Enable EU Right of With

Back to Listing

### Search Results

1 option(s) found:

**Enable EU Right of Withdrawal** NEW

**Description:** This option enables the EU right of withdrawal page on your store, allowing customers to submit a withdrawal/cancellation request. Enter the email address withdrawal emails should be sent from, and the recipient address for withdrawal request notifications. You can use a comma-separated list of emails for the Recipient. If either email field is left blank, the default STORE EMAIL from your configuration is used instead. [more...](#)

**Enable EU Right of Withdrawal**

From Email	Recipient Email
support@v	support@websell.io

Save Cancel

The withdrawal form is now live on your store at:

`/store/go/withdrawals/`

## Adding the Required Link to Your Store

EU law requires a **clearly visible link on all pages** of your store pointing to the withdrawal form. The recommended placement is your store footer. You can edit your footer template on the WSM under Design & Content -> Edit Templates and selecting "Footer" in the dropdown.

If you would like assistance adding the link, contact our support team and we can add it for you.

The link text must be unambiguous. EU Directive 2011/83/EU gives the following as an example of compliant wording:

**“Withdraw from contract here”**

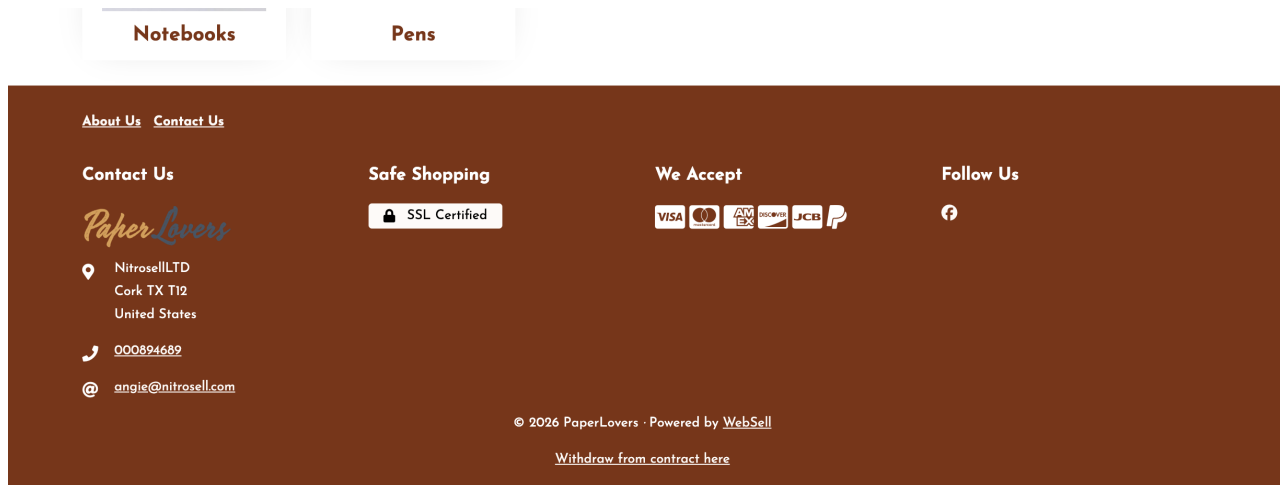
Labels such as “Returns”, “Refunds”, or “Cancel order” alone **do not satisfy the legal requirement**

The link must make it unambiguous to the customer that they are exercising a formal right of withdrawal.

The link should point to:

`/store/go/withdrawals/`

Below is an example of where to place the link in a typical store footer:



## How the Withdrawal process Works

The withdrawal process is intentionally two-step to meet EU legal requirements:

**Step 1 – Fill in the form:** The customer enters their name, order details, and email address. If enabled, they will also be given a captcha challenge.

## EU Right of Withdrawal

### EU Right of Withdrawal

This page is for EU consumers only. Under EU law, if you placed your order as a consumer within the European Union, you have the right to withdraw from your contract within 14 days of receiving your order, without giving any reason. To exercise this right, please complete the form below with your name, order details, and email address. Fields marked \* are mandatory.

Your Name


Peter Prout

Order Number / Contract Details

1718123456

Email Address

peter.prout@websell.io

I am human  [Privacy - Terms](#)

Continue

**Step 2 – Review and confirm:** The customer is shown a summary and must explicitly confirm. This is the legally binding moment – a timestamp is recorded server-side at the point of confirmation

## EU Right of Withdrawal

### EU Right of Withdrawal

Please review the details below before confirming. Your withdrawal is not yet complete. It is only made once you click "Confirm Withdrawal".

Your Name: Peter Prout  
Order Number / Contract Details: 1718123456  
Email Address: peter.prout@websell.io

[Confirm Withdrawal](#)  
[Cancel](#)

## On Confirmation

## EU Right of Withdrawal

Thank you Peter Prout, your withdrawal request was received on 2026-06-18 17:24:24. We will send you a confirmation email shortly and process any applicable refund within 14 days.

- The **customer receives an acknowledgement email**



[FOUNTAIN PENS](#) [ABOUT US](#)

## PaperLovers: Withdrawal Request Received

Hi Peter Prout,

This email confirms that we have received your request to withdraw from your contract with [PaperLovers](#), relating to the following order/contract details: **1718123456**.

**Date and time received** 2026-06-18 17:24:24

This email confirms receipt only and does not determine whether the withdrawal is valid. We will process any applicable refund within 14 days of this notice, in accordance with your legal right of withdrawal.

If you have any questions, please feel free to reply to this e-mail, or call us on **000894689**.

- The **retailer recipient email receives a notification email** with the withdrawal details and timestamp.

New Withdrawal/Cancellation Request - nextgen.demostore.nitrosell.com

Summary by Copilot



support@websell.io

To: Peter Prout



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**Your Name :** Peter Prout  
**Order Number / Contract Details :** 1718123456  
**Email Address :** peter.prout@websell.io  
**Received At :** 2026-06-18 17:24:24

## Customising the Templates

The following are all fully customisable in **Webstore Manager → Design & Content → Edit Templates**. Any changes should be checked that they still comply with the EU directive.

### Template

**Contact Us → EU Withdrawal Form**

**Contact Us → EU Withdrawal Confirm**

**Emails → EU Withdrawal Acknowledgement Email**

### What It Controls

The withdrawal request form (step 1)

The review and confirm screen (step 2)

The confirmation email sent to the customer

Additionally, all text in the emails and Withdrawal form and confirmation can be edited using the Language Strings **Webstore Manager → Design & Content → Edit Language**. All relevant language strings will start with **WITHDRAWALS**.

The internal store notification email sent to your Recipient Email address is a plain-text summary and is not template-editable.