



Coimisiún um
Iomaíocht agus
Cosaint Tomhaltóirí

Competition and
Consumer Protection
Commission

Compliance Notice

Section 75 of the Consumer Protection Act 2007

Pure Fashions Limited
Canal Road
Letterkenny
Co. Donegal
F92 PN40

Competition and Consumer
Protection Commission
Bloom House
Railway Street
Dublin 1
D01 C576

I, [REDACTED], an authorised officer of the Competition and Consumer Protection Commission (the “CCPC”), duly appointed under section 35 of the Competition and Consumer Protection Commission Act 2014, hereby give Pure Fashions Limited notice pursuant to Section 75(2) of the Consumer Protection Act 2007 (the “2007 Act”) that I am of the opinion that it has contravened Part 5 of the Consumer Rights Act 2022 (the “2022 Act”), namely Section 106(1)(a), such a contravention being a prohibited act or practice as defined by Section 67(s) of the 2007 Act. The alleged contravention contained herein relates to the website <https://pureonline.ie/> (“the Website”).

A. Statement of alleged contravention

It is alleged that Pure Fashions Limited is a trader for the purposes of the 2007 Act and the 2022 Act. On the Website on 12 August 2025, Pure Fashions Limited engaged in a prohibited act or practice (as defined in section 67(s) of the 2007 Act) by contravening Part 5 of the 2022 Act. In particular, Pure Fashions Limited failed to give or make available to consumers, before they are bound by a distance contract or any corresponding offer, information required under section 106(1)(a) of the 2022 Act as set out in Schedule 3, paragraph (d), specifically:

- i. the trader’s telephone number and email address, and, where applicable, the details of any other means of online communications provided by the trader which guarantee

that the consumer can keep any written correspondence with the trader, including its date and time, on a durable medium.

Such contravention is an offence contrary to Section 106(11) of the 2022 Act.

B. My opinion

I am of the opinion that Pure Fashions Limited, on 12 August 2025, committed the prohibited act or practice outlined in the statement of alleged contravention at part A above, by failing to give or make available to consumers, before they are bound by a distance contract or any corresponding offer, a contact telephone number and email address and, if applicable, the details of any other means of online communications which guarantee that the consumer can keep any written correspondence with you, the trader, including its date and time, on a durable medium.

C. The reasons for my opinion

My opinion follows an inspection of the Website conducted on 12 August 2025. The reasons for my opinion are based on the following:

1. Pure Fashions Limited is a legal person and can be described as a “trader” for the purposes of the 2007 Act and the 2022 Act. Trader is defined in section 2 of both the 2007 Act and the 2022 Act.
2. Pure Fashions Limited, through the Website, provides a facility for consumers to enter into distance contracts with it. A Distance Contract is defined by section 2 of the 2022 Act as “*a contract concluded between a trader and a consumer under an organised distance sales or service-provision scheme without the simultaneous physical presence of the trader and the consumer, and with the exclusive use of one or more means of distance communication up to and including the time at which the contract is concluded.*”

3. My inspection of the Website on 12 August 2025 identified that Pure Fashions Limited did not give or make available to consumers, before they are bound by a distance contract or any corresponding offer, in plain and intelligible language and in a way appropriate to the means of distance communication used, the information specified in Schedule 3(d), as required by Section 106(1)(a) of the 2022 Act.
4. Schedule 3(d) of the 2022 Act specifies that the information to be given or made available by the trader to the consumer in the case of a distance contract in accordance with Section 106 is as follows:
 - i. *(d): “[...] the trader’s telephone number and email address, and, where applicable, the details of any other means of online communications provided by the trader which guarantee that the consumer can keep any written correspondence with the trader, including its date and time, on a durable medium”.*
5. Section 106(11) of the 2022 Act provides that a trader who contravenes subsection (1) commits an offence.

D. Compliance direction and requirements

1. Pure Fashions Limited is hereby directed to give or make available to consumers a telephone number and email address and, if applicable, the details of any other means of online communications which guarantee that the consumer can keep any written correspondence with you, the trader, including its date and time, in plain and intelligible language on the Website.
2. You must comply with this compliance direction and requirements by **08 May 2026**.



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E. Appeal Procedure

1. You may appeal this Compliance Notice to the District Court in the district in which the notice is served **within 14 days after its service**.
2. The form and manner of such an appeal is to be found in the District Court Rules, Form 40D.01 Schedule C. This is available from the registrar at your local District Court office or on the Courts Service website www.courts.ie.
3. In the event that you decide to appeal the Compliance Notice, you must, at the same time, notify the CCPC at the above address. You must also notify the CCPC of the grounds for the appeal.
4. If an appeal is not made in accordance with section 75 of the 2007 Act and within 14 days after service of the notice, this notice will be treated as not disputed, you will be deemed to have accepted the notice and have agreed to comply with the compliance direction and requirements.
5. Any failure or refusal to comply with this notice is an offence and, on summary conviction, you will be liable to the fines and penalties set out in Part 5, Chapter 4 of the 2007 Act.

Signature:

[Redacted Signature]

Authorised Officer

Competition and Consumer Protection Commission

Date: 10 April 2026



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This information is intended for information purposes only and does not constitute part of the Compliance Notice.

Compliance Notice Notes

Consumer Protection Act 2007 (2007 Act)

1.	Section 75(6) of the 2007 Act requires a person, when lodging an appeal, to, at the same time, notify the Competition and Consumer Protection Commission (CCPC) of the appeal and the grounds for the appeal. The CCPC is entitled to appear, be heard and adduce evidence on the hearing of the appeal.
2.	If on appeal the compliance notice is not cancelled, the notice takes effect on the later of the following: a) the day after the day on which the notice is confirmed or varied on appeal, b) if the appeal is withdrawn by the appellant the day after the day it is withdrawn, c) the day specified in the notice.
3.	If there is no appeal under section 75(5) of the 2007 Act, the compliance notice takes effect on the later of the following: a) 14 days after the notice is served. b) the day specified in the notice.
4.	An Authorised Officer may- a) withdraw a compliance notice at any time, or b) if no appeal is made or pending under section 75(5) of the 2007 Act, extend the date by which the recipient is to comply with the compliance direction and requirements.
5.	Withdrawal of a compliance notice does not prevent the service of another compliance direction or requirement specified in a compliance notice, whether it relates to the same matter or a different matter.
6.	In accordance with section 75(13) of the 2007 Act, if a compliance notice takes effect, the CCPC is required to publish the compliance notice, or cause it to be published in any form or manner it considers appropriate.
7.	Section 86 of the 2007 Act requires the CCPC to maintain a "Consumer Protection List" of names and addresses of persons together with a description of their trade, business or profession and the particulars of the matter occasioning any enforcement actions taken by the CCPC. This includes persons against whom compliance notices have taken effect.



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8.	Any person who, without a reasonable excuse, fails to comply with a direction or requirement specified in a compliance notice, commits an offence and, on summary conviction, is liable to the fines and penalties set out in section 79 of the 2007 Act.
9.	Section 79(1) of the 2007 Act provides that a person guilty of an offence under the 2007 Act is liable on summary conviction to the following fines and penalties: a) a Class B fine not exceeding €4000 or up to 6 months imprisonment or both, b) on any subsequent summary conviction, a fine not exceeding €5000, or imprisonment for a term not exceeding 12 months or both. c) If, after being convicted of an offence, a person continues to contravene the requirement or prohibition to which the offence relates, the person is guilty of a further offence on each day the contravention continues and for each such offence is liable on summary conviction to a fine not exceeding €500.
10.	According to section 75(14) of the 2007 Act, the issuing of this notice does not prevent the commencement of proceedings for an offence.