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## New landmark EU rules on toys will ensure safe play for children

Yesterday, European Institutions reached a landmark [agreement](#) to overhaul EU toy safety rules. BEUC and ANEC welcome this new milestone which will make toys safer and provide authorities with new tools to protect children against unsafe toys.

The deal strengthens existing rules on toys. For example, toys will need to become free from cancer-causing chemicals and endocrine disruptors. It also means that a digital product passport will be required for all toys sold in the EU. This will improve toys' traceability and make market surveillance and customs checks more efficient. Children's mental health will also be taken into account to assess digitally connected toys' safety.

### **Agustín Reyna, Director General of BEUC, commented:**

"It is essential children get to play with toys that will not harm them physically or mentally. We welcome this new milestone for children protection as well as policymakers' good work in ensuring safe play.

"Toys are among the most reported product category in the EU's alert system for dangerous products. These new EU rules are strong on paper. Now, companies will need to abide by them. We must also particularly ensure that toys bought via online marketplaces comply with these new rules. [Our members' research](#) shows that many toys bought via platforms like Temu are not safe and this must stop. We need Member States to allocate sufficient resources for their authorities to ensure only harm-free toys are available on the market for our little ones "

### **Stephen Russell, Director General of ANEC, said:**

"Children are among the most vulnerable consumers and deserve the highest levels of safety practicable. We congratulate the ambition shown by the regulators in agreeing the new Regulation.

#### **BEUC, The European Consumer Organisation**

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“ANEC and its experts have called for the removal or reduction of dangerous chemicals in toys for many years. We therefore applaud the stricter limits on harmful chemicals, including new provisions on endocrine disruptors, and automatic bans for substances classified as CMR (unless explicitly allowed). We also welcome the strengthened requirements to protect children from noise emitted by toys, including lower permissible sound pressure levels, and testing protocols that reflect real-life play.”

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