

Vinted fact sheet for consumers – City of London Trading Standards

Vinted is an online marketplace for buying and selling second-hand items. It originally started up dealing with clothing and fashion, but has expanded into other areas including electronics, toys, children's accessories and home décor.

Due to the association of Vinted with an address in the City of London, the City of London Trading Standards has been monitoring complaints which have been made to the Citizens Advice Consumer Service. We are also aware of information and complaints about Vinted that is posted on open-source review sites.

The main categories of complaints that Trading Standards has seen, include:

- faulty/damaged goods
- sale of fake or counterfeit goods which has continued to be a problem in 2025 and into 2026
- that buyers of misdescribed/unsatisfactory/fake goods have to pay for the return to the seller
- the “2-day rule” to raise a problem is too short
- “buyer protection” not what customers expect and potentially a misleading statement
- delivery problems

When buying goods from the Vinted platform, you are most probably dealing with a contract between two consumers. In this case, the law says that the goods only need to be “as described”.

It is free of charge to sell an item on the Vinted platform. Anyone purchasing goods from the platform must pay what Vinted call a “Buyer Protection Fee”. The use of the term “Buyer Protection Fee” is likely to reassure purchasers that they will be protected if anything goes wrong with a transaction. However, the experience of Trading Standards, based on continued complaints that we have seen, is that there is no real buyer protection. For example, if a buyer receives goods that are significantly not as described, it is the responsibility of the buyer to pay to return the goods (except if the seller agrees to pay). This is not “buyer protection” in the view of Trading Standards and this is, potentially, a misleading term. Even if you have inadvertently agreed to lengthy and complicated terms and conditions by simply transacting through Vinted, any term that makes a purchaser responsible for paying the return postage for misdescribed items is not a fair term in our opinion and we encourage this to be challenged robustly.

Another problem identified by Trading Standards is in relation to the “two-day rule” associated with buyer protection. Vinted make it a clear condition that unless a buyer raises a problem within two days, Vinted will complete the order, release payment to the seller and not deal with any legitimate complaints at a later date. Trading Standards feel that this is unfair, being far too short a time for a buyer to become aware of any problems.

Trading Standards have previously met with Vinted and raised our main concerns regarding the issues identified above. However, Vinted will not be making any significant changes to the platform or their policies.

If you have a complaint about a Vinted purchase, be aware that Vinted are not committed to any alternative dispute resolution schemes. Trading Standards suggest you follow this process:

- 1 - follow the complaints process via the Vinted app
- 2 - if no satisfaction, send an email to legal@vinted.co.uk
- 3 - if you paid with a debit card or with a credit card, Trading Standards suggest that you raise a

disputed transaction with your bank or credit card provider. You can find advice on how to do this on the Which? website - see links below.

<https://www.which.co.uk/consumer-rights/advice/can-i-claim-on-my-credit-card-when-something-goes-wrong-amrSG5y3xh7b>

<https://www.which.co.uk/consumer-rights/advice/how-do-i-use-chargeback-abZ2d4z3nT8q>

If, after considering your complaint, your bank refuse to raise a chargeback, you can then complain to the Financial Services Ombudsman on the basis that the bank has not done enough to help you. This is free of charge and City of London Trading Standards encourage you to take this action. Such action has the potential to cause disruption to the Vinted business model and it may influence their behaviours moving forwards.

<https://www.financial-ombudsman.org.uk/businesses/complaints-deal/consumer-credit/goods-services-bought-credit>

City of London Trading Standards think that Vinted have a responsibility for transactions – they take payment for goods from purchasers and then send that money to sellers and also collect the compulsory “buyer protection fee” from buyers. If you have paid for buyer protection and think it is a misdescription, then make this clear in your complaint to your bank or credit card provider.

In any civil law dispute, it is always possible to take the matter to the UK courts, in this case the County Court. You will need to establish the name and address of the seller of the goods and the only way you can get this is by asking Vinted - so make a formal request to them. A claim can be initiated by completing a form and paying a fee. This link will assist you to understand the process <https://www.gov.uk/make-court-claim-for-money> If your claim is contested, the process can be long and even if you win the case, you may then experience difficulties in being paid what you are owed. The reality, particularly for small amounts of money, is that it may not be worth pursuing a claim but there is a process.

In the case of a dispute with Vinted themselves in the UK, perhaps where you feel misled by the “buyer protection” claims, the correct legal entity to take a civil law claim against is Vinted Platform Limited which has a registered office address of 5 New Street Square, London EC4A 3TW.

Some complaints are received from sellers of goods, for example, where a buyer falsely claims that goods received are not as described, are counterfeit or arrive damaged. In cases we have seen, the buyer will be allowed to keep the goods without making any payment. In these cases, the seller should follow steps 1 and 2 above but if this doesn't resolve the situation then the only option for the seller might be to take a case to the County Court against the buyer. This will not be easy because the seller will firstly need to obtain the name and address of the buyer which Vinted may be unwilling to provide. The buyer may also be outside the UK.

If you have not already done so, you can contact the Citizens Advice Consumer Service who can advise you further (they will also update Trading Standards with any developments you report)

<https://www.citizensadvice.org.uk/about-us/information/contact-the-consumer-service/>

In terms of pre-shopping advice, and in line with our ‘Policy Statement on Enforcement’, the City of London Trading Standards Service recommends that consumers conduct research into any

businesses before using them. There are many review sites and the most well-known is probably Trustpilot. While it is very difficult to determine which reviews are genuine and which may be fake, the negative reviews about Vinted on Trustpilot are reflective of the complaints that we have been monitoring.

Vinted deal with millions of transactions, and the vast majority are completed without any problems. However, if something goes wrong then we feel that the customer service support is ineffective and under resourced which leads to problems and frustration for buyers and sellers.

If you continue using the Vinted platform, think about whether you want to enter into a transaction where you may not be able to get hold of the contact details of the other person if things go wrong and you wish to seek redress through a civil legal process. Ask yourself, can you afford to lose the item you are sending off, or the money you are paying?

Any legal opinions in this document are our view, and you need to be aware that only the Courts can interpret the law with any authority.

City of London Trading Standards Service

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