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Russia to Introduce Legislation Regulating Online Marketplaces

Federal Law No. [289-FZ](#) of 31 July 2025 (the “Law”) was signed by the President of the Russian Federation and will enter into force as of 1 October 2026.

Read on for a more in-depth look at these changes.

General Provisions

The Law establishes a comprehensive regulatory framework governing intermediary digital platforms ("Marketplaces") and their relations with third-party sellers, pick-up point operators, and consumers.

The new framework is scheduled to come into force on 1 October 2026.

The term "Marketplace" refers to a digital platform—be it an information system, website, or software—that enables technical, organizational, and informational interaction among an unlimited number of users for purposes such as exchanging information, selling products, performing work, or providing services.

Therefore, the Law will apply to Marketplaces facilitating the sale of products and services by individuals, taxi service aggregators, job placement services, educational (EdTech), and travel platforms.

Governance of Marketplace-Partner Relations

The provisions of the Law extend to foreign marketplaces and their partners operating in Russia.

Yet, it will not be applicable to audiovisual services (streaming), single-vendor online stores, banking and credit institution operations, or platforms for electronic

Contract signing

Marketplaces must verify partners before signing a business deal, the scope and methods of such verification to be determined by the Government.

The Law specifies mandatory clauses that must be incorporated into agreements between Marketplaces and their partners, in particular:

- the process for granting access to information regarding ranking algorithms and ranking system methodologies used by the Marketplace;
- a comprehensive list of penalties and enforcement measures that may be imposed on the partners;
- the rules for setting and adjusting product prices and discounts;
- procedures for appealing Marketplace decisions out-of-court; and
- discount guidelines.

Additionally, Marketplaces must enable the electronic signing of contracts and exchange of legally binding communications through secure digital channels, such as user personal account.

trading under Federal Laws No. 44-FZ and No. 223-FZ, bankruptcy, and privatization.

The Law will mandate principles of equality and transparency to ensure fair and open access for all Marketplace stakeholders. Access may be restricted only on grounds expressly stipulated by law.

The Government will establish and maintain a dedicated Marketplace register, with the specific inclusion criteria to be determined at a later date.

Contract amendments

The right of the Marketplace to unilaterally amend contracts with its partners is restricted.

If the Marketplace wishes to modify the terms of a partner contract, it must generally provide a 15-day notice (for certain terms, such as partner liability measures, a 45 days' notice is required).

However, no cap has been set on the frequency of such amendments. Furthermore, all prior versions of the contract must be made accessible to users in their personal accounts.

Product listings

Under the Law, Marketplaces are obliged to provide partners with the technical functionality to include all mandatory product and service information within their listings (e.g., mandatory or voluntary certification of conformance).

Each listing must contain a clear declaration that the Marketplace is not the vendor of products or provider of services.

Marketplaces are further required to vet product listings to prevent the publication of prohibited items, such as dietary supplements that have not undergone state registration as food products. The Russian Government is also empowered to establish additional requirements for product and service listings at a later date.

Product discounts

Marketplaces will be prohibited from unilaterally applying discounts to partners' products and services at the partners' expense. To apply a discount, the Marketplace must first notify the partner and obtain their consent for the price reduction.

However, no such restrictions apply to discounts financed by the Marketplace itself.

Restriction of partner access to Marketplace

Marketplaces may only discontinue the listing of a product item under circumstances stipulated in the contract, or in the event of a violation of legal requirements pertaining to the content of that specific listing. At the same time, if the partner remedies the violations, the listing must be reinstated within an 8-hour period.

Similar grounds are established for restricting access to

the partner's personal account.

Prior to restricting access to the personal account or suspending a product listing, the Marketplace is obligated to give the partner a preliminary substantiated notification at least three days before the measure takes effect.

Pre-trial procedures

The Law mandates a pre-trial dispute resolution process as a compulsory prerequisite for addressing partner claims towards the Marketplace.

Marketplaces are required to consider partner claims within 15 days.

Foreign Marketplaces

The Law also extends to foreign Marketplaces operating in Russia. Non-compliance may trigger enforcement actions, including, but not limited to, advertising limitations and full-scale platform blocking in Russia.

Specifics of Interaction between Service-Listing Marketplaces and Service Providers

The Law establishes a distinct regulatory framework governing relations between Marketplaces and providers (sole proprietors and self-employed individuals) advertising services or work on the platform (the "Provider").

Provider's rights:

The Law grants the Provider a broad set of rights, including the right to:

- independently determine which orders to accept, as well as location and time of order fulfillment;
- cease accepting orders at any time subject to any limitations stipulated in the contract with the Marketplace;
- appeal decisions issued against them by the Marketplace; and
- accept orders through any Marketplace without restriction.

Marketplace responsibilities

The Marketplace is obligated to establish work and service quality standards that Providers must comply with. Such standards must be published openly on the Marketplace website.

Additionally, the Marketplace must supply Providers with specific details for every order, such as the payment terms, service location, start time, and a clear description of the requested services. If legislation imposes specific requirements on the Provider's activities, the Marketplace must inform the Provider of these obligations.

Furthermore, the Marketplace is obligated to establish its own limits on the recurring and continued performance of work/provision of services to the same customer.

The Marketplace will also be required to independently monitor partner compliance with relevant legal requirements, including:

- weight handling regulations, e.g., load limits tailored to specific Provider categories (such as men or women);
- daily limits for high-risk activities (e.g., maximum driving time);

- daily duration limits for certain services and work;
- restrictions on child labor in designated sectors; and
- contracting rules for foreign nationals.

Provider insurance

Marketplaces will be required to facilitate insurance options for Providers. Thus, insurance companies and private pension funds will be allowed to advertise their insurance products, such as voluntary pension plans, health insurance programs, and other similar offerings, on Marketplaces.

Where technically feasible, Marketplaces must also enable Providers to apply for insurance directly through the Marketplace.

Marketplaces are required to provide incentives to Providers that purchase this insurance, the exact nature of these incentives to be determined by the Government.

Use of Pick-up Points

A Marketplace that enables the use of third-party pick-up points is required to develop policies governing its interactions with the sellers and pick-up point owners, and facilitate customer returns at these points. These policies must explicitly govern the following key areas:

- the apportionment of risk of accidental product loss or damage among the involved parties;
- the assignment of liabilities arising from the sale of products;

- product acceptance, storage, delivery, issuance, dispatch, and return procedures to be followed by the owner. Pick-up point owners must undergo a vetting process similar to partners. The agreement between the Marketplace and such owner must contain the same mandatory terms as those established for partner contracts.

The Russian Government is empowered to establish additional requirements for the sale of products through pick-up points.

Please do not hesitate to reach out to us with any questions you may have.

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