

Contact information guideline

Guide with instructions on how to complete Trade Item Information regarding contact information in accordance with the requirements in EU Regulation 2023/988 on General Product Safety and EU Regulation 1169/2011 for food information.

GS1 Sweden

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Document summary

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1 Introduction

This guide has been developed to help companies (referred to as economic operators in the GPSR) ensure that statutory information according to both EU Regulation 2023/988 (GPSR) and EU Regulation 1169/2011 on food information is completed correctly. The guide includes attributes that, for legal reasons, must be communicated digitally via trade item information, including contact details, labelling, and other mandatory data required to comply with these regulations.

2 Regulations

2.1 Regulation (EU) 2023/988 on General Product Safety (GPSR)

This Regulation aims at protecting consumers and their safety. Some of its aspects require product master data to be shared between suppliers and retailers, especially when products are sold online or by another mean of distance selling.

This guidance is a technical document and is not intended to provide a legal interpretation of Regulation (EU) 2023/988, the ultimate official interpretation of which is the exclusive reserve of the judicial powers, i.e. the national courts and the Court of Justice of the European Communities.

2.2 Regulation (EU) No 1169/2011 on the provision of food information to consumers

Regulation (EU) No 1169/2011 on the provision of food information to consumers aims to ensure that consumers receive clear, accurate, and accessible information about food, so that they can make informed decisions and protect their health. The regulation sets requirements for mandatory particulars such as the list of ingredients, allergens, nutrition declaration, as well as the name and address of the responsible food business operator. Certain parts of the regulation require that product master data be shared between suppliers and retailers, especially when products are sold online or through other forms of distance selling.

This guidance is a technical document and is not intended to provide a legal interpretation of the regulation. The final official interpretation is exclusively reserved for judicial authorities, i.e. the national courts and the Court of Justice of the European Union.

3 Contact information

3.1 For Regulation (EU) 2023/988 (GPSR)

Article 19 states the following:

- (a): "*name, registered trade name or registered trade mark of the manufacturer, as well as the postal and electronic address at which they can be contacted;*"
- (b): "*where the manufacturer is not established in the Union, the name, postal and electronic address of the responsible person within the meaning of Article 16(1) of this Regulation or Article 4(1) of Regulation (EU) 2019/1020;*"

3.2 For Regulation (EU) No 1169/2011

Article 9.1 states the following:

- h) Name or business name and address of the food business operator.

The Swedish Food Agency's interpretation is that the address may be stated as:

- Postal address
- Telephone number (including country code if needed) where the number is linked to a postal address that can be found, for example via a search engine.
- Website address where the company's postal address is shown (an email address alone is not sufficient).

Note! This refers to how the information should be stated on the product to comply with legal requirements, and not how the information should be shared digitally.

4 Attributes

The following attributes can be used to share the required contact information.

4.1 T3792 Contact type code ([BMS ID 127](#))

- **GDSN name:** contactTypeCode
- **Definition:** The general category of the contact party for a trade item for example Purchasing.
- **Instruction GPSR:** Always use code BZL (Licensee Registrar) to share contact details of a person responsible for the product in the EU market. This can be for example manufacturer established in the EU or importer. If article 19 (b) applies to your product, contact details of manufacturer not established in EU shall be shared in another iteration with code MAN (Manufacturer). Other codes like CXC (Consumer Support) etc. can be used additionally (as secondary).
- **Instruction 1169/2011:** To specify the contact for the end consumer indicated on the label, use the code CXC (Consumer Contact).
- **Remark:** If multiple iterations with different type codes are provided, retailers are recommended to always use/display at least those with code BZL (Licensee Registrar) and MAN (Manufacturer) when selling online.
- **Example:** BZL- Licensee Registrar

Code value	Code name	Definition
BZL	Licensee Registrar	The party having legal responsibility for the product in the target market. This party is responsible for licensing and regulations within the target market and can be the manufacturer, importer, sales agent or broker.
CXC	Consumer Support	The party which provides product support to the end user of a trade item or a service
CYC	Customer Support	The party which provides product support to the trading partner party to which merchandise is sold. (GS1 Code)
IMP	Importer	Importer: A business operator who buys or brings in (goods or services) from a foreign country.
MAN	Manufacturer	Defines the company that made the product.
PRF	Produced for	A company that does not itself have manufacturing operations, but manufactures products with another party, for example under its own brand

4.2 T3790 Contact name ([BMS ID 126](#))

- **GDSN name:** contactName
- **Definition:** The name of the contact associated with the contact type specified in *T3792 Contact type code*. For example, in case of a contact type of CXC (*Consumer Support*), this could be the company name as expressed on the trade item packaging or label.
- **Instruction:** Populate name or registered trade name (trade mark) of the manufacturer or responsible person as stated on the label
- **Example:** GS1 Sweden

4.3 T3791 Contact address ([BMS ID 123](#))

- **GDSN name:** contactAddress
- **Definition:** The address associated with the contact type specified in *T3792 Contact type code*. For example, in case of a contact type of CXC (*Consumer Support*), this could be the

full company address as expressed on the trade item packaging or label.

- **Instruction:** Populate postal address of the manufacturer or responsible person as stated on the label. If no postal address exists, the field may be left blank.
- **Remark:** Email address, social media etc. should be provided via attributes below (*T4392 Communication channel code* and *T4393 Communication value*).
- **Example:** Box 1178, 111 91 Stockholm, Sweden

4.4 **T4392 Communication channel code (*BMS ID 134*)**

- **GDSN name:** communicationChannelCode
- **Definition:** Code specifying the type of communication channel, for example TELEPHONE.
- **Instruction:** Use code EMAIL, SOCIAL_MEDIA, WEBSITE, TELEPHONE or TELEPHONE_FREE_NUMBER to indicate type of electronic address of the manufacturer or responsible person stated on the label.
- **Remark:** Use attribute *T4393 Communication value* to provide the actual address.
To specify the postal address, use the attribute *T3791 Contact address*.
- **Example:** EMAIL

Code value	Code name	Definition
EMAIL	Email	Creating/sending/receiving of unstructured free text messages or documents using computer network, a mini-computer or an attached modem and regular telephone line or other electronic transmission media.
MOBILE_WEBSITE	Mobile website	The URL of the mobile commerce site (or WAP site) to a type of website than can be accessible from a smart-phone or other mobile device. This is typically different from a normal website due to the differing technologies used for implementation.
SOCIAL_MEDIA	Social media	A social media address.
TELEFAX	Telefax	Device used for transmitting and reproducing fixed graphic material (as printing) by means of signals over telephone lines or other electronic transmission media.
TELEPHONE	Telephone	Voice/data transmission by telephone.
TELEPHONE_FREE_NUMBER	Telephone free number	A telephone number that is billed for all arriving calls instead of incurring charges to the originating telephone subscriber. For the calling party, a call to a toll-free number is generally free of charge, depending on the geographical location of the caller and the method of calling (e.g. landline, mobile or internet).
WEBSITE	Website	The identification of a world wide web address.

4.5 **T4393 Communication value (*BMS ID 135*)**

- **GDSN name:** communicationValue
- **Definition:** Text identifying the endpoint for the communication channel, for example a telephone number or an e-mail address.
- **Instruction:** Populate electronic address of the manufacturer or responsible person as stated on the label.
- **Remark:** This is usually an email or social media – indicated in attribute *T4392 Communication channel code*

Communication channel code. It can also be a website if contact information is provided there.

To specify the postal address, use the attribute *T3791 Contact address*.

- **Example:** info@gs1.se

4.6 **T4406 Target market country code ([BMS ID 138](#))**

- **GDSN name:** targetMarketCountryCode
- **Definition:** The code that identifies the target market. The target market is at country level or higher geographical definition and is where a trade item is intended to be sold.
- **Instruction:** If contact details are the same for multiple countries, indicate list of those countries by repeating this attribute.
- **Remark:** Optional information only. It can be used by retailers selling the product in multiple countries but receiving data from GDSN only for one target market.
- **Example:** 203 (Czech Republic)

5. Examples

5.1 Example of providing contact information in accordance with EU Regulation 2023/9988 (GPSR).

It is possible to provide multiple contact information. Example below shows how to provide contact information for manufacturer and party having legal responsibility for the product in the market. It will also illustrate how to indicate that the second contact is the same for multiple markets (Denmark, Sweden and Norway).

First repetition – Part with legal responsibility	
T3790 Contact name	GS1 Sweden
T3791 Contact address	Box 1178, 111 91 Spånga, Sverige
T3792 Contact type code	BZL-Licensinnehavare
T4392 Communication channel code	EMAIL-E-post
T4393 Communication value	info@gs1.se
Second repetition – Manufacturer	
T3790 Contact name	GS1 in Europe
T3791 Contact address	Galerie Ravenstein 4 bus 10, 1000 Bryssel, Belgium
T3792 Contact type code	MAN-Tillverkare
T4392 Communication channel code	EMAIL-E-post
T4393 Communication value	info@gs1eu.org
T4392 Communication channel code	WEBSITE-Hemsida
T4393 Communication value	https://gs1.eu/
T4406 Target market country code	208-Danmark
T4406 Target market country code	578-Norge
T4406 Target market country code	752-Sverige

5.2 Example of providing contact information in accordance with EU Regulation 1169/2011.

INFORMATION Producerad i Tyskland för GS1 Sweden,
 Box 5555, 163 45 Spånga, Sverige
 Kundkontakt: 020-55 55 55 eller GS1.se

T3790 Contact name	GS1 Sweden
T3791 Contact address	Box 5555, 16345 Spånga, Sverige
T3792 Contact type code	CXC-Konsumentkontakt
T4406 Target market country code	752-Sverige
T4392 Communication channel code	TELEPHONE-Telefon
T4393 Communication value	020-55 55 55

T4392 Communication channel code	WEBSITE-Hemsida
T4393 Communication value	GS1.se

GS1 CRISPS AB

Västra Järnvägsgatan 15, 111 91 Stockholm, Sweden
 info@gs1.se Telefon: +46 (0)8- 555 555 55
 Vers nr. 000B 555500

400g

T3790 Contact name	GS1 CRISPS AB
T3791 Contact address	Västra Järnvägsgatan 15, 111 91 Stockholm, Sweden
T3792 Contact type code	CXC-Konsumentkontakt
T4406 Target market country code	752-Sverige
T4392 Communication channel code	EMAIL-E-post
T4393 Communication value	info@gs1.se
T4392 Communication channel code	TELEPHONE-Telefon
T4393 Communication value	+46 (0)8- 555 555 55

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 www.gs1.se 08-50 10 10 00

T3790 Contact name	GS1 SWEDEN AB
T3791 Contact address	
T3792 Contact type code	CXC-Konsumentkontakt
T4406 Target market country code	752-Sverige
T4392 Communication channel code	WEBSITE-Hemsida

T4393 Communication value	www.gs1.se
T4392 Communication channel code	TELEPHONE-Telefon
T4393 Communication value	08-50 10 10 00

Obs! Finns ingen postadress angiven kan fältet lämnas tomt.

INFORMATION: Producerad i Danmark för GS1 Sweden,
Västra järnvägsgatan 15, 111 91 Stockholm, Sverige.
Kundkontakt: 08-50 10 10 00 eller gs1.se

T3790 Contact name	GS1 Sweden
T3791 Contact address	Västra Järnvägsgatan 15, 111 91 Stockholm, Sverige.
T3792 Contact type code	CXC-Konsumentkontakt
T4406 Target market country code	752-Sverige
T4392 Communication channel code	TELEPHONE-Telefon
T4393 Communication value	08-50 10 10 00
T4392 Communication channel code	WEBSITE-Hemsida
T4393 Communication value	gs1.se

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Västra Järnvägsgatan 15, 111 91 Stockholm,
Sverige.
Konsumentkontakt:
08-50 10 10 00 www.gs1.se**

T3790 Contact name	GS1 Sweden
T3791 Contact address	Västra Järnvägsgatan 15, 111 91 Stockholm, Sverige.
T3792 Contact type code	CXC-Konsumentkontakt
T4406 Target market country code	752-Sverige
T4392 Communication channel code	TELEPHONE-Telefon

T4393 Communication value	08-50 10 10 00
T4392 Communication channel code	WEBSITE-Hemsida
T4393 Communication value	www.gs1.se