

Journal of European Consumer and Market Law (EuCML)

– Author Guidelines (May 2025) –

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I. Language

In general, contributions to the journal are to be written in **British English**. This does not apply when quoting legislation, judgments, etc. which are, for example, written in American English.

Single quotation marks ('...') are to be used. Double quotation marks ("...") are used for quotations within quotations. German („...“) or French style (« ... ») quotation marks may be used when used in the title of a publication cited in the bibliography or if used within a quotation.

Gender-specific pronouns ('he', 'she', 'his', 'her', etc.) may be used occasionally and, where possible, not repeated more than once in the same sentence. Do **not alternate** between masculine and feminine forms. To use of gender-specific pronouns can be avoided by rephrasing by using the plural form, using the passive or omitting the pronoun entirely, when appropriate. **Job titles** such as 'lawyer', 'judge', 'professor' and 'manager' refer to either sex. A gender-neutral alternative is to be used where available (e.g. policeman → police officer, chairman → chair).

Dates are expressed in the format **DD.MM.YYYY**. Use the word and figure where only the month (word) and year (figure) are stated.

1.5.2023
25.12.2022
in December 2022

Numbers up to and including ten are expressed in words and in figures from 11. However, figures are used for **ranges** with the numbers linked by an en dash (–)

six copies
16 copies
6–16 copies

Units of measurement are expressed in figures.

1,500 kg / 50 km / 1 g

Figures and words are **used** for **round numbers** (above a million)

2.3 million inhabitants

Except for page numbers, **commas** are used in numbers of **four digits** or more

p. 1200 (not: 1 200 or 1,200)
1,500 kg

The international **abbreviation** is used for **currencies** (EUR, USD, GBP, etc.), not symbols (€, \$, £, etc.).

10,000 GBP
250,000 EUR

II. Structure

Each contribution shall be structured using the following consistent and logical sequence for headings and subheadings:

I. Level 1

1. Level 2

a) Level 3

aa) Level 4

Use **initial capitals** in headings.

III. References

References in printed works are made in footnotes; in-text citations or endnotes are not to be used. References to legislative provisions may be inserted in round brackets in the main body of the text.

Arabic numbers (1, 2, 3, etc.) are used for footnotes.

Footnote markers should in principle only be placed after the punctuation within or at the end of a sentence. Where several references are used within a sentence, the footnote marker may be placed at the end of the relevant word or phrase.

An **asterisk** footnote (*) is used at the beginning for an acknowledgement.

Do not use **small capitals** (EXAMPLE). The ‘small caps’ function can be (de-)activated in MS Word under Font → Effects → Small caps.

Each footnote begins with a **capital letter** (except cf., e.g., i.e., and ibid.) and ends with a **full stop**.

1. Legislation

EU legislation may be cited using the official or commonly used short title or abbreviation (e.g. Rome I, Digital Content Directive, GDPR, DMA). The full title and OJ reference are to be cited in a footnote the first time a reference to the legislation is made. No cross-references to the footnote are necessary when further references are made.

Legislation such as the GDPR¹ has...

¹ Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data [2016] OJ L 119/1.

National legislation may be cited using the official abbreviation or the abbreviation generally accepted in the jurisdiction. This also applies to the use of ‘§’, ‘Art.’, ‘Sec.’, etc. If an abbreviation is used, provide a definition in the main body of the text and, if necessary, the original name of the legislation.

References to **subdivisions** within a legislative provision are indicated in brackets. Where necessary, references to a specific part of a provision (e.g. sentence, alternative or number in a list) are to be indicated using sent. / alt. / no.

Art. 18(1)(a) GDPR

Art. 2 no. 3 Consumer Rights Directive

2. Case Law

a) CJEU









CJEU (Court of Justice and the General Court) are cited with CJEU, case number, case name (in italics) and ECLI number. References to specific paragraphs are indicated with para(s).

CJEU case C-252/21, *Meta Platforms and Others* ECLI:EU:C:2023:537, para. 5.

Advocate General (AG) opinions are cited giving the name of the Advocate General. Note that AG opinions have a different ECLI number to the decision of the court.

Opinion of AG Rantos in Case C-252/21, *Meta Platforms and Others* ECLI:EU:C:2022:704.

All details can be found online on the Court [website](#).

1/1	C-252/21 - Meta Platforms and Others (Conditions générales d'utilisation d'un réseau social)			
	Main proceedings			
	Judgment - 04/07/2023 - Meta Platforms and Others (Conditions générales d'utilisation d'un réseau social) Case C-252/21			
	Reports of Cases published in the electronic Reports of Cases (Court Reports - general)			
	Links to the texts			
		Curia	EUR-Lex	Autres Liens
	Opinion ECLI:EU:C:2022:704		  	
	Judgment ECLI:EU:C:2023:537		  	

b) European Court of Human Rights

Cases from the European Court of Human Rights are cited using the following format: ECtHR App. No., *parties*, para(s).

ECtHR App. No. 73469/10, *Nagla v Lativa*, para. 2.

ECtHR App. Nos. 8080/08 and 8577/08, *Schwabe and M.G. v Germany*

ECtHR case law can be accessed via [HUDOC](#).

c) National Courts

Cases from national courts are cited in accordance with the **style typical in the jurisdiction**.

3. Literature

When citing titles written by **up to three** authors, the names are separated by an oblique (/). For publications from **four or more authors**, only the first author's surname is given followed by 'et al.'.

Where **more than one reference** is included in a footnote, the entries are to be listed **chronologically** and separated by a semi-colon.

a) Books

Author(s), *title* (edition [abbreviation: edn], publisher year of publication) page /margin number (mn.).

Reiner Schulze/Fryderyk Zoll, *European Contract Law* (3rd edn, Nomos 2021) 148.

b) Contributions to Edited Books

Author(s), 'title of contribution' in editor(s) (ed./eds), title of book, edition (where relevant), place of publication year of publication, first page of the contribution.

Alberto Alemanno, 'Nudging healthy lifestyles' in Alberto Alemanno/Amandine Garde (eds), *Regulating Lifestyle Risks* (CUP 2015) 309.

c) Commentaries

Author(s) in editor(s) (ed/eds), *title of commentary* (volume of multi-volume work in Roman numeral if applicable) (edition (where relevant), publisher year of publication) provision margin number

Renate Schaub in Gerhard Dannemann/Reiner Schulze (eds), *German Civil Code I* (C.H.Beck 2020) § 433 BGB mn. 12.

d) Journals

Author(s), 'title of article' (year) volume number abbreviated title of journal first page of article, pinpoint (where applicable).

Beate Gsell/Sebastian Meyer, 'How to Combat Greenwashing' (2025) 1 EuCML 21.

e) Online Journals / Working Papers

Author(s), 'title of article' (year / date written) volume number abbreviated title of journal
<DOI> (accessed DD.MM.YYYY)

Mateja Durovic/Jonathon Watson, 'Nothing to be happy about: Consumer emotions and AI' (2021) 4 J <<https://doi.org/10.3390/j4040053>> (accessed 13.5.2025).

Christoph Busch, 'Consumer Law for AI Agents' (20.3.2025) SSRN
<http://dx.doi.org/10.2139/ssrn.5187056> (accessed 13 May 2025)

f) Official Documents

The **Official Journal of the European Union** is cited as [Year] OJ series (L/C) number/page.

EU documents (e.g. proposals, resolutions, etc.) are to be cited by:

Name of body, 'title of the document', document reference number or Official Journal reference (where available. If no such document is available, include the date of the document), page / margin number (mn.)

European Commission, 'Towards a comprehensive European international investment policy', COM(2010) 343 final, 4.

European Parliament, 'European Parliament resolution of 6 April 2011 on the future European international investment policy (2010/2203(INI))' [2021] OJ CE 296/34.

Council of the EU, 'Conclusions on a comprehensive European international investment policy', 25.10.2010.

References to documents from **national** bodies (e.g. Parliament) are made in accordance with the style in common use in the jurisdiction.

g) Websites / Blogs

Authors, 'Title', date, <URL> (accessed DD.MM.YYYY)

William Alan Reinsch/Sparsha Janardhan, 'Crossing the Line: Transnational Subsidy', 14.1.2022, <https://www.csis.org/analysis/crossing-line-transnational-subsidy> (accessed 21.9.2023).

IV. Cross-referencing

Cross-references to case law or literature cited in preceding footnotes are indicated using **(n #)**:

Author(s) surname(s) / Case name (n #) page/para.

³ Beate Gsell/Sebsatian Meyer, 'How to Combat Greenwashing' (2025) 1 EuCML 21.

⁴ Case C-252-21, *Meta Platforms and Others* [2023] ECLI:EU:C:2023:537.

⁵ Gsell/Meyer (n 3) 21.

⁶ *Meta Platforms and Others* (n 4) para. 6.

Be sure to **check the cross-referencing in the proofs** and make the necessary adjustments if you add / remove footnotes in the proofs.

ibid. may be used for immediate subsequent citations. References to a different page / margin number are permitted.

³ Beate Gsell/Sebsatian Meyer, 'How to Combat Greenwashing' (2025) 1 EuCML 21.

⁴ *ibid.*

⁵ *ibid.* 23.

The Latin terms '**op. cit.**' and '**loc. cit.**' are **not** used.