Buying toys online this Christmas?

More people than ever are shopping online this year. But how do you know if a toy is safe, or the real thing?

Follow our top tips to help make it a safe Christmas for your little loved ones.

Safety tips for online shopping

Buy from a reputable retailer

Get as much information on the manufacturer or importer as you can, especially if you're buying from a marketplace or secondary seller.

Check that there is a name and address for the manufacturer. If the site does not tell you who the seller is and where they are based, don't buy the toy.

Reputation matters. Check if the retailer has a good reputation for safe and reliable toys.

Always read the warnings and instructions

Toys must be clearly marked with age restrictions, which are based on risks such as choking hazards. Always follow the age recommendations.

Consider special needs

Children with special needs might be more vulnerable, so keep this in mind when shopping.

Avoid toys with small parts

They can be a choking hazard.

Look out for strangulation hazards

Loose ribbons on toys and costumes can pose risks to young children.

Check it's for kids

Festive novelties can look like toys. Keep them away from children.

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Is it the real deal?

Bargains may be too good to be true. Compare the toy's price with other retailers and sellers. If it's a fraction of the cost, it's likely to be counterfeit.

Check for button batteries

Ensure that any button batteries in a toy are safely behind a screwed-down flap.

Ready to buy?

Check if the product you're buying has been recalled at **productrecall.campaign.gov.uk**