The Unfair Terms in Consumer Contracts Regulations 1999 (SI 1999/2083) is an old UK statutory instrument, which had implemented the EU (then EEC) Unfair Consumer Contract Terms Directive 93/13/EEC into domestic law. It replaced an earlier version of similar regulations, and overlaps considerably with the Unfair Contract Terms Act 1977. It was superseded by the Consumer Rights Act 2015, which regulates unfair terms in consumer contracts in English contract law. On implementation of the unfair contract terms directive in the Czech Republic. The purpose of this paper is to examine the implementation of the Unfair Contract Terms Directive (93/13/EEC) in the United Kingdom, taking particular account of judgments in cases involving the Unfair Terms in Consumer Contracts Regulations 1994 and 1999. Although the Directive has been effective in the UK for more than a decade, there have not been a great number of authoritative reported cases. This will then be followed by an analysis of the implementation of the Directive into English law, with a discussion of the case-law interpreting provisions of the implementing legislation. As a final issue in this paper, reference will be made to the proposed reforms to the law on unfair contract terms (undertaken by the Law Commission).