

GOOD PRACTICES FOR SELLERS

Sell responsibly. Build up and maintain a solid reputation as a trusted seller.



#1. Be upfront. State the price of goods and services clearly and accurately.

- Include mandatory charges in the headline price.
- If these charges cannot be calculated in advance, disclose the existence of such charges together with the headline price.



#2. Ensure that discounts and the duration of any discount are true.

- Use true usual prices when making comparisons.
- Keep records of past sales and prices to show that discounts are true.
- State time period of discounts clearly.



#3. Provide key information to consumers.

- State key terms and conditions (T&Cs) such as warranties, shipping terms, refunds and returns prominently and clearly.
- Clearly display hyperlink to T&Cs where it is not possible to disclose such T&Cs upfront due to space constraints.



#4. Ensure that product descriptions are truthful and accurate.

- Do not make false claims or exaggerate what your products can do.
- Be accurate, clear and precise in your description of product features.
- State the condition of your products (e.g. new/used).
- Check that the country of origin, functionalities and regulatory approvals of your products are truthfully stated on your listing.



#5. Do not post or pay for fake reviews.



#6. Monitor buyers' queries and feedback.

- These provide an indication of what may be potentially misleading.
- Identify and remove false or misleading claims in your product or price descriptions or key terms.



For more guidance on pricing practices to avoid potential infringements of the Consumer Protection (Fair Trading) Act, refer to the CCCS Guidelines on Price Transparency at www.cccs.gov.sg