

False Claims on Validity Period of Promotions



Price Benefit & Scarcity

Misleads consumers into believing that promotional prices will only be available for a specified period when they will be available beyond that



False Sense of Urgency

Creates a false or unwarranted sense of urgency for consumers to make hasty purchases



Unfair Advantage for Errant Suppliers

Gives the errant supplier an unfair advantage over other suppliers who do not make misleading representations on discounts or promotion periods

GOOD PRACTICES FOR SUPPLIERS WHEN OFFERING PROMOTIONS



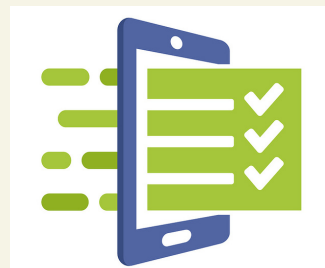
Ensure that discounts for goods & services are genuine



State time period of discounts clearly and prominently



Ensure terms and conditions which apply to advertisements are stated clearly and prominently



Ensure information published is accurate, regardless of whether you are the promoter or supplier of goods and services