

Retspraksis

Sagsoplysninger

Nationalt ID-nr.: J. nr. 10/01058

Medlemsstat: Danmark

Almindeligt anvendt navn: N/A

Afgørelsestype: Andet

Afgørelsesdato: 01/09/2010

Retsinstans: Forbrugerombudsmanden

Emne:

Sagsøger: The Danish Consumer Ombudsman

Sagsøgt: Boligsiden A/S

Nøgleord: confusion, endorsement, false impression, misleading commercial practices, misleading statements

Direktivets artikler

Unfair Commercial Practices Directive, [Chapter 2, Article 5, 4](#). Unfair Commercial Practices Directive, [Chapter 2, Section 1, Article 6, 1](#).

Indledende note

When a website is not approved by public authorities, it is misleading to give it a title such as "Official Housing Site".

Fakta

The trader, Boligsiden A/S, marketed its website www.boligsiden.dk as "Denmark's Official Housing Site".

The Danish Consumer Ombudsman criticized the trader for violating the Executive Order on Unfair Commercial Practices nr. 1084 of 14 September 2007 (which implements the UCP Directive), as the phrase gave the impression that the website was approved by a public authority, although it was not the case.

Juridisk spørgsmål

Is a website title such as "Official Housing Site" misleading because it gives the (wrongful) impression that the website is approved by public authorities, while such is not the case?

Afgørelse

According to the Danish Consumer Ombudsman, this kind of advertising was a violation of the prohibition against misleading commercial practices pursuant to the Danish Marketing Practices Act as well as the Executive Order on Unfair Commercial Practices.

URL: <http://www.forbrugerombudsmanden.dk/Nyheder-fra-FO/Pressemeddelelser/Boligsiden>

Hele teksten: [Hele teksten](#)

Relaterede sager

Ingen resultater

Retslitteratur

Ingen resultater

Resultat

Boligsiden A/S removed the phrase from the website, and the Danish Consumer Ombudsman closed the case.