

Judikatúra

Údaje o veci

Národný identifikačný prvok: Slovak Trade Inspection , 7.05.2010 ref. code: P/O110/O5/2010

Členský štát: Slovensko

Všeobecný názov: N/A

Typ rozhodnutia: Správne rozhodnutie, prvý stupeň

Dátum rozhodnutia: 07/05/2010

Súd: Slovenská obchodná inšpekcia, Žilina Inšpektorát Slovenskej obchodnej inšpekcie so sídlom v Žiline pre Žilinský kraj

Predmet:

Žalobca:

Žalovaný: Lidl Slovenská republika, v.o.s., Veľkosklad potravín LIDL, Púchovská 12, 914 41 Nemšová bussines premises: LIDL, Aleja Slobody 2925/13B, Dolný Kubín

Kľúčové slová: false impression, fine print, misleading advertising, misleading commercial practices, misleading statements, price information, price reductions

Články smernice

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

Úvodná poznámka

It is misleading to advertise a price reduction for a product that can only be obtained when multiple items of this product are purchased at once, even when this condition is mentioned in the fine print.

Skutkový stav

The defendant presented the price of a certain type of chocolate to be 0,37 EUR / piece, even though it was only possible to buy the chocolate at this price when buying three pieces at a time (the price for one piece was 0,55 EUR).

The same prices were presented in a flyer indicating the price of 0,37 EUR for one piece, whereas only the text below stated that this price applied only when buying three pieces at a time.

Právna záležitosť

Is it an unfair commercial practice to advertise a product at a reduced price, while it is mentioned only in the small print that this reduced price can only be obtained when several items of this product are purchased at once?

Rozhodnutie

The Slovak Trade Inspection decided that the defendant's conduct violated the prohibition of unfair commercial practices. This conduct was found to likely distort the economic behavior of an average consumer, because it induced consumers into visiting the defendant's business premises, where they were not given the advantage they had expected. The presented information was diverse and likely to mislead the consumer to buy the product.

URL: <http://www.soi.sk/files/documents/pravoplatne-rozhodnutie/prvostupnove/zilinsky-kraj/za212010.rtf>

Celé znenie: [Celé znenie](#)

Súvisiace veci

Nie sú k dispozícii žiadne výsledky

Právna náuka

Nie sú k dispozícii žiadne výsledky

Výsledok

The Slovak Trade Inspection imposed a fine of 420 EUR.