

Case law

Case Details

National ID: General Secretary for the Consumer, press release dated 5th of January 2011

Member State: Greece

Common Name: General Secretary for the Consumer, press release dated 5th of January 2011

Decision type: Other

Decision date: 05/01/2011

Court: General Secretary for the Consumer

Subject:

Plaintiff: General Secretary for the Consumer

Defendant: "ZEGRETON PLIROFORIKIS & EPIKOINONION A.E."

Keywords: advertisement, material information, misleading omissions, price information

Directive Articles

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

Headnote

The omission to mention in an advertising leaflet in which a product is promoted that an additional charge applies to a periodical service relating to this product, is an unfair commercial practice.

Facts

The defendant issued a leaflet that advertised a global positioning system device (GPS) mentioning that the maps included in it were periodically updated every six months. The defendant omitted to mention that this periodical updating service was additionally charged, hence not included in the indicated price.

Legal issue

It was held that the omission of the defendant to mention in its advertisement that there was an extra charge for the service of the periodical update of the information contained in its GPS maps, constitutes an unfair commercial practice.

Decision

Does the omission of the defendant to mention in its advertisement that an additional charge applies to the service of the periodical updating of the information contained in the GPS maps, constitute a misleading omission?

URL: http://www.efpolis.gr/filesbase/1233_sitefile-10404.pdf

Full text: [Full text](#)

Related Cases

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Legal Literature

No results available

Result

The General Secretary for the Consumer imposed a fine of EUR 10.000 to the defendant.