

## Case law

### Case Details

**National ID:** Decision no. 7181/2014

**Member State:** Romania

**Common Name:** link

**Decision type:** Court decision, first degree

**Decision date:** 01/10/2014

**Court:** Bucharest District 6 Court of First Instance

**Subject:**

**Plaintiff:** Unknown

**Defendant:** National Agency for Fiscal Administration

**Keywords:** misleading advertising, price, price indication

### Directive Articles

Misleading and Comparative Advertising Directive, [Article 2, \(b\)](#) Misleading and Comparative Advertising Directive, [Article 3](#) Misleading and Comparative Advertising Directive, [Article 3, \(a\)](#)

### Headnote

An advertisement displayed on a website in which a certain product is promoted with a price of RON 149 represents a misleading advertising, when in reality the actual price of that product is RON 1449.

### Facts

The plaintiff conducted an online promotion using an advertisement in which the price of a certain product was displayed as being 149 RON. When a person clicked on the advertisement, the person was directed to the online store of the plaintiff where the price of the product appeared to be RON 1449.

The competent body (the defendant) stated that the advertising is misleading and sanctioned the plaintiff with a fine.

The plaintiff submitted a court action against the defendant requesting the annulment of the minutes ascertaining the misdemeanour.

### Legal issue

The court stated that the advertising is misleading according to the relevant legal provisions.

### Decision

Is an advertisement displayed on a website in which a certain product is promoted with a price of RON 149 misleading, when in reality the actual price for that product is RON 1449?

Full text: [Full text](#)

### Related Cases

No results available

### Legal Literature

No results available

### Result

The court rejected the action.