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Other material

Other material	
Member State	Finland
Title	The Guidelines of the Consumer Ombudsman: Price expressions as a marketing method
Emanating from	Kuluttaja-asiamies (The Consumer Ombudsman)
URL	http://www.kkv.fi/ratkaisut-ja-julkaisut/julkaisut/kuluttaja-asiamiehen-linjaukset/aihekohtaiset/hintailmaisut-markkinointikeinona/ (http://www.kkv.fi/ratkaisut-ja-julkaisut/julkaisut/kuluttaja-asiamiehen-linjaukset/aihekohtaiset/hintailmaisut-markkinointikeinona/)
Keywords	clearance sale, discounts, guarantee, price indication, special offer
PDF	

Directive Articles

Unfair Commercial Practices Directive, Chapter 2, Section 1, Article 7, 4. (https://e-justice.europa.eu/directivePartsTableOfContents.do?idTaxonomy=596&plang=en&clang=&contentId=a_clam-175) , Unfair Commercial Practices Directive, link (https://e-justice.europa.eu/directivePartsTableOfContents.do?idTaxonomy=596&plang=en&clang=&contentId=a_clam-99)

Headnote

These guidelines are based on contemporary legislation, legal practice and the Consumer Disputes Board's decisions. By following the guidelines, traders can confirm the legality of their actions. E.g. the following are explained: price expressions in sales, clearance sales and special offers as well as other price expressions and price guarantees.

General Note

Full text

N/A