



## THE CONSUMER PROTECTION ACT & ITS APPLICATION

- Applies equally to media advertising, websites, catalogues, brochures, pamphlets, billboards and posters, point-of-sale materials and signs, statements made between the sales person and the purchaser.
- The Act expects businesses to disclose all the information that they have about the item or service, especially where that information will be influential in the purchaser's decision making.
- Applies equally to pre-contractual negotiations and to statements businesses may make concerning post-contractual obligations, e.g. the availability of maintenance or repair services.