

## CONSUMER PROTECTION ACT

The Consumer Protection Act was signed into law on the 24<sup>th</sup> of April 2009. Every business that transacts on a cash or credit basis with individuals or businesses is now compelled to comply with this new Act. The Act promises stricter controls over suppliers of all consumer goods and services.

### TOPICS TO BE COVERED

<ul style="list-style-type: none"> <li>• The aim and purpose of the Act</li> <li>• Penalties for misleading advertising</li> <li>• Penalties for selling sub- standard merchandise without notification</li> </ul>	<ul style="list-style-type: none"> <li>• Refunds to consumers where products are of an inferior quality</li> <li>• Prevention of suppliers from changing terms to contracts</li> <li>• Prevention of the automatic renewal of contracts</li> </ul>
<p><b>HOW DOES IT AFFECT YOUR BUSINESS?</b></p> <ul style="list-style-type: none"> <li>• Did you know that the act applies to agreements, transactions, advertisements, as well as the production, distribution, promotion, sale or supply of goods in the Republic?</li> <li>• What are your options for the promotion of goods and services? What is bait marketing, negative option marketing, direct marketing, electronic marketing?</li> <li>• Registration of your business name will be affected.</li> <li>• Do you grow, process or import/export goods? What must be displayed on the labels or packaging?</li> <li>• How will this affect the quality, pricing and risk in your business?</li> <li>• How will the confidentiality requirement affect your marketing strategy?</li> <li>• What happens when a consumer chooses to cancel an agreement or reservation?</li> <li>• Does your company have a customer loyalty programme, trade coupons or similar promotions?</li> <li>• What is an unlawful agreement or an unlawful provision in an agreement?</li> <li>• Have you pointed out the hazards of using your products?</li> <li>• Competition Act requirements.</li> <li>• Trade mark registration requirements.</li> </ul>	

### WHO SHOULD ATTEND?

Legal Advisors, Company Owners, Managing Directors, Financial Directors, Credit Managers, Supply Chain Managers, Marketing Managers, Public Relations Officers.

### PRESENTERS

**David R** is a law graduate of the University of the Witwatersrand. David has presented courses for the last eighteen years nationally and internationally on legal, credit collection, and management topics, and is a dynamic speaker and trainer.

**Olga M** – Independent consultant, previously legal manager of Transunion ITC and former president of the Credit Bureau Association.

**Duration: approx. 5 hours**