

7 WAYS TO KEEP CHRISTMAS PROMOTIONS COMPLIANT

Christmas sales bring a spike in discount, delivery and returns claims. The Australian Consumer Law applies to every one of them, and the ACCC reviews sales advertising closely during major sales periods. Misleading claims can lead to infringement notices, court action and penalties. Use these seven checks before your promotions go live.

CONTACT US

visit our website | legalvision.com.au

email us | info@legalvision.com.au

call us | **1300 544 755**

1. DISCOUNTS AND 'WAS' PRICES

- For was/now pricing, ensure you genuinely charged the 'was' price for a reasonable period before the sale.
- A brief price rise before discounting can make the advertised saving misleading.

2. URGENCY AND LIMITED STOCK

- Only advertise end dates and countdown timers you will stick to.
- Hold enough stock to meet expected demand at the sale price.
- If quantities are limited, say so clearly.

3. CHRISTMAS DELIVERY

- Check stock levels and carrier cut-offs before promising Christmas delivery.
- Make sure you have reasonable grounds for the claim.
- Update delivery claims as cut-off dates pass.

4. TOTAL PRICE

- Show the total price, including taxes and unavoidable fees you can calculate.
- Display it at least as prominently as any partial price, whether in ads, on product pages or at checkout.

5. RETURNS AND REFUNDS

- Remove blanket 'no refunds' statements. Customers keep their consumer guarantee rights, whatever your policy says.
- Extended change-of-mind returns are optional, but you must honour the policy you advertise.

6. GIFT CARDS

- Most gift cards must remain valid for at least three years.
- Check your expiry wording is clear and accurate.
- Review any restrictions on activation, inactivity and other post-purchase fees.

7. INFLUENCERS AND REVIEWS

- Clearly disclose paid or gifted arrangements with influencers.
- Do not remove negative feedback in a way that misrepresents your reviews.

NEED A REVIEW BEFORE LAUNCH?

Our consumer law lawyers can review your Christmas promotions, terms and returns policy before they reach customers. Call **1300 544 755** to book a free consultation.