7 WAYS TO KEEP UK CHRISTMAS PROMOTIONS COMPLIANT

Christmas sales bring a spike in claims for discounts, deliveries, and returns. UK consumer law applies to each of them, and the Competition and Markets Authority (CMA) can now fine businesses directly, up to 10% of global turnover or £300,000, whichever is higher. Drip pricing, fake reviews and pressure selling are among its stated priorities. To help protect your business, use these seven checks before your promotions go live.

1. DISCOUNTS AND 'WAS' PRICES

- Only use a 'was' price if you sold the product at that price for a reasonable period before the sale.
- Do not raise prices shortly before a sale just to make the discount look bigger.

2. URGENCY AND LIMITED STOCK

- Only advertise end dates and countdown timers you will keep.
- 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 courier cut-offs before promising Christmas delivery.
- If you miss a delivery date agreed as essential, the customer can treat the contract as ended.
- Update delivery claims as cut-off dates pass.

4. TOTAL PRICE

- Include all mandatory fees, taxes and charges, including compulsory delivery, in the headline price.
- Show that total from the first price customers see, whether in ads, emails or on product pages.

5. RETURNS AND REFUNDS

- Remove blanket 'no refunds' statements. Customers keep their statutory rights, whatever your policy says.
- Most online sales carry a 14-day right to cancel.
- Extended Christmas returns are optional, but you must honour the policy you advertise.

6. GIFT CARDS

- The UK sets no minimum expiry period for gift cards.
- State the expiry date and key terms clearly at the point of sale.
- Very short expiry periods or hidden restrictions risk being unfair terms.

7. INFLUENCERS AND REVIEWS

- Clearly label paid or gifted influencer content as advertising.
- Fake reviews are banned. Do not publish reviews in a misleading way, such as hiding negative feedback.

NEED A REVIEW BEFORE LAUNCH?

Our consumer law lawyers can review your Christmas promotions, terms and returns policy before they go live.
Call **0808 196 8584** to book a free consultation.

CONTACT US

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