

# **Public Service Announcement**

## **Unfair business practices**

Start Date: August 19, 2024 End Date: August 23, 2024

Nunavut-wide 60 sec

Late summer is the start of a busy shopping season and the Department of Community and Government Services' Consumer Affairs division would like to remind Nunavummiut to take caution and be aware of their rights and responsibilities as consumers under the Consumer Protection Act.

#### Consumers are reminded to:

- Be aware of scams when buying goods and services online, including social media platforms.
- Understand the terms, conditions, or warranty before signing agreements or purchasing goods or services.
- Check the quality, quantity, standard, and origin of the goods and services.
- Keep a copy of your invoices, payment receipts, warranties, and sales contracts.
- Learn about unfair and unconscionable practices under section 72.2 of the Consumer Protection Act.

#### Businesses are advised to refrain from:

- Making false claims that mislead consumers about the goods or services for sale.
- Misleading consumers about a price benefit by pressuring them to opt for a payment plan with a high interest rate.
- Misrepresenting the quality, quantity, origin, and style of the goods.
- Misrepresenting the quality and standard of services.
- Deceptive pricing, terms and conditions.

To report unfair business practices or to submit a consumer complaint, contact Consumer Affairs at ConsumerProtection@gov.nu.ca or 1-866-223-8139.

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