**CONSUMER PROTECTION**

1. **Consumers :**

are “individuals who purchase goods and services from a business for their personal use and enjoyment.”

 Modern developments that have led to the advent of consumer protection legislation include:

1. Large enterprises that have considerably more power than buyers.

2. Complexity of manufactured goods so that retailers cannot detect or remedy defects.

3. Bulk shipping in sealed packages so that neither the retailer nor the shopper can examine products until they are purchased.

4. High profile advertising through mass media that often plays a bigger role in inducing consumers to buy than the retailer plays.

5. Extensive use of credit to purchase expensive goods with borrowing terms that are often difficult to understand. and

6. Expanded use of Internet contracts with detailed terms that consumers may be unaware of and/or that may be one-sided.

**2- Principal Areas of Consumer Protection Legislation :**

 This section reviews the basic requirements imposed by the five main areas of consumer protection laws: advertising, quality, business conduct, disclosure of cost of credit, and dealing with the public.

**3- Misleading Advertising and Other Representations of Sellers :**

 The federal Competition prohibits misleading representations about the qualities of a product, its "regular" selling price, and warranties. The Act also makes certain selling practices offences, such as publishing test results or user testimonials that cannot be corroborated and have been used without permission of the testing agency or user, double ticketing, bait-and-switch advertising, pyramid selling and referral selling, and advertising an article or service at a lower price than that asked of the customer.

 A consumer who is subjected to an unfair practice can terminate the contract and, where rescission is not possible, may recover any amount in excess of the fair value of goods or services received. The court may also award exemplary or punitive damages.

***4- Consumer Packaging and Labelling :***

 Since the statutes are numerous, Figure 01 identifies only some of the more important ones and their key provisions.

**Figure 01 :Key Regulations for Labelling,Product Safety, and Performance Standards**

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| **Legislation** | **Key Provisions** |
| **Consumer Packaging and Labelling** | Provides rules for packaging and labelling products, including requirements for identifying products by a generic name, stating the quantity, and using standardized package sizes. |
| **Textile Labelling** | Requires labels bearing the generic name of the fabric to be attached to all items of clothing. |
| **Hazardous Products** | Lists products that are banned (e.g., toys containing lead) and products that must be manufactured and handled in a certain way (e.g., bleaches). |
| **Food and Drugs** | Regulates many aspects of food, medical, and cosmetic products, including sanitary production, contamination prevention, listing of ingredients, and shelf life dating. |
| **Motor Vehicle Safety** | Regulates national safety standards for motor vehicles whether manufactured in Canada or abroad. Requires notification of defects to purchasers and Department of Transport. |

« Don’t compare youself with anyone in this world …if you do so, you are insulting yourself »

 Bill gates