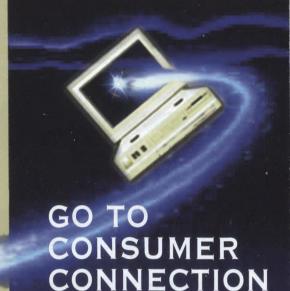


CAN'T FIND THE CONSUMER INFORMATION YOU NEED?



AND MAKE INFORMATION WORK FOR YOU

http://strategis.ic.gc.ca/oca



### CONSUMER CONNECTION FEATURES

- INTERACTIVE TOOLS
  To compare credit card and banking services at a glance.
- CONSUMER HELP
  DESK
  What you need to know before and after buying products and services.
- RESOURCE ROOM
  What government and non-profit organizations can do for consumers.
- RECALLS AND FRAUDS

Up-to-date resources and connections to information on scams, product recalls, consumer advisories, and health and safety information.

COMPLAINING EFFECTIVELY

Tools, resources and information to get results.

# http://strategis.ic.gc.ca/ocaic.g

anadian consumers know that there is a wide range of consumer information available on the Internet. They also know that actually connecting with the right information hasn't been easy. Until now.

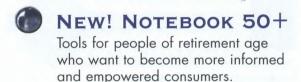
Consumer Connection is your onestop Internet shop for consumer information from Canada and beyond. Brought to you by Industry Canada's Office of Consumer Affairs, this newly expanded website concentrates, in a single place, a wide range of timely and useful consumer information resources you need, right at your fingertips.

Consumer Connection features many interactive tools to help you get the information you need quickly—the website is organized so that everything you're looking for is only one or two mouse-clicks away.

- Use keywords on the site's search engine to find exactly what you want.
- Browse topics covering current consumer issues, such as negative option marketing or privacy.
- Choose the credit card best suited to your payment habits.
- Select the bank account that's right for you.

If you've been having trouble finding consumer information on the Internet, you'll make the connection here.

### egisiciocadoca http://strat egis.ic.gc.ca/oca



CONSUMER QUARTERLY

Straight talk on consumer issues such as electronic commerce, bankruptcy, financial services, biotechnology and more.

## THE OFFICE OF CONSUMER AFFAIRS

ndustry Canada's Office of Consumer Affairs works to provide information to Canadian consumers and their representatives, and brings the consumer perspective into the government's policy-making process at an early stage.

For more information, contact:

Office of Consumer Affairs Industry Canada 9th Floor East 235 Queen Street Ottawa, Ontario K1A 0H5

Tel.: (613) 952-1918 Fax: (613) 952-6927

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### CONSUMER CONNECTION

is on-line at:

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