



Industry Canada Industrie Canada

**CAN'T FIND  
THE CONSUMER  
INFORMATION  
YOU NEED?**



**GO TO  
CONSUMER  
CONNECTION  
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>  
<http://strategis.ic.gc.ca>  
<http://strategis.ic.gc.ca>



Canadian 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 one-stop 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.



## **NEW! NOTEBOOK 50+**

Tools for people of retirement age who want to become more informed and empowered consumers.



## **CONSUMER QUARTERLY**

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



# **THE OFFICE OF CONSUMER AFFAIRS**



Industry 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**

# CONSUMER CONNECTION

is on-line at:

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

## *Strategis*

Discover Industry Canada's on-line business  
information site at:

<http://strategis.ic.gc.ca>

## *Strategis*

Help Desk

**Toll-free:**

**1-800-328-6189**

**E-mail:**

**[hotline.service@ic.gc.ca](mailto:hotline.service@ic.gc.ca)**

© Her Majesty the Queen in Right of Canada  
(Industry Canada) 1997  
Cat. No. RG52-32/1997  
ISBN 0-662-63251-6  
51682 B

INDUSTRY CANADA / INDUSTRIE CANADA



220444

**Canada**