



What are the consequences?

Individuals and business can face **civil or criminal** consequences, including:

- Criminal records
- Financial penalties
- Jail time for individuals
- Required changes to marketing practices

How can I protect my business?



Businesses with a **credible and effective compliance program** are in the best position to do the right thing and operate within the law.



Take proactive steps now to stay on the right side of the law.



Scan the QR code on the back to access our Compliance Hub.

Get in touch... it's quick and easy!

We're here to help. Your questions and feedback are important to us and we'll address them as quickly as possible.

Reach out to us to:

- Report suspicious activity
- Ask us a question
- Share information
- Request a presentation to learn more about competition law and deceptive marketing practices

 competition-bureau.canada.ca

 1-800-348-5358 (Canada)

1-866-694-8389 (for hearing-impaired only)



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Avoiding Deceptive Marketing Practices

Dos and don'ts

How to protect your business

How to contact us

What is deceptive marketing?

It's against the *Competition Act* for businesses and individuals to **advertise or market** something in a way that is false or misleading.

Deceptive marketing practices can include...

- Advertising low prices without sufficient quantities
- Offering low prices that are not attainable
- Deceptive telemarketing
- Fake online reviews
- Fake urgency cues
- Misleading environmental claims

Scan the QR code on the back to access our **Compliance Bootcamp**.



The law **applies to all businesses**, no matter how big or small.



Individuals can also be held liable for misconduct.

Dos

- Be truthful in your marketing
- Always promote an attainable price
- Fully and clearly disclose all relevant information
- Be mindful when making a claim that could influence someone to make a specific purchase
- Ensure that you have reasonable quantities of a product advertised at a bargain price
- Base all reviews and opinions on the actual experience of real customers
- Ensure that endorsements clearly disclose any connection to the business



Don'ts

- Don't deceive or mislead consumers
- Don't make a performance claim unless it's backed up by adequate and proper tests
- Don't use fine print disclaimers
- Don't use terms that are hard to understand
- Don't run a "sale" for a long period or repeat it every week
- Don't sell a product above your advertised price
- Don't increase the price of a product or service to cover the cost of a free product or service

