

## CB in Brief

### The Competition Bureau's Month in Review

#### March 2010

##### Recent Announcements

- **March 22, 2010**  
[Competition Bureau Responds to Revised Real Estate Rules](#)
- **March 12, 2010**  
[New Laws for Competitor Agreements](#)
- **March 8, 2010**  
[2010 Merger Notification Transaction-Size Threshold](#)

##### Other News

###### Major Clothing Retailer Agrees to Correct Misleading Gift Card Promotions

The Competition Bureau has reached an agreement with fashion retailer Mexx Canada and its parent company Liz Claiborne Canada Inc., requiring the companies to properly disclose all conditions relating to gift card promotions being offered in Mexx locations across Canada. Mexx and Liz Claiborne have now submitted an undertaking to resolve the Bureau's competition concerns.

Under the terms of the undertaking, Mexx and Liz Claiborne will take corrective action to ensure that the terms and conditions of all promotions are clearly and prominently displayed in all of their representations to the public, including all advertising and promotional materials, in-store signage and oral representations made to customers. Liz Claiborne will also be required to develop a corporate compliance program in order to ensure that future promotions do not violate the false or misleading advertising provisions of the *Competition Act*.

An investigation by the Bureau found that a minimum purchase requirement was necessary in order to redeem Mexx gift cards for a particular promotion, but that this condition was not properly disclosed to the public during the promotion.

When informed of the Bureau's concerns, Mexx and Liz Claiborne responded immediately by displaying the terms and conditions of the promotions in question prominently in their representations to customers.

- ▶ For more information, please contact [Greg Scott](#).

###### Beware of Online Scammers

The development of the Internet has been among the most important technological innovations of the past twenty years. Millions of Canadians use the Web daily to get their news and to connect with their communities. At the same time, the Web has provided fraudsters with new ways to defraud us with new online scams and online versions of schemes that have been around for decades.

Online fraud costs the economy millions of dollars each year and puts everyone at risk regardless of age, education, income or where they live.

Every year in March, over 100 private and public sector members of the Fraud Prevention Forum support Fraud Prevention Month to remind Canadians to be on the alert for fraud and to report incidents to the proper authorities.

Scammers routinely use online services to make offers to prospective victims or to draw individuals and businesses into fraudulent transactions. Here are a few tips to help you avoid scams and better protect yourself online.

- Never provide details about your bank accounts or credit cards by e-mail before doing background checks.
- Always seek independent advice if an offer involves time pressure, providing personal information, or sending money, particularly if it is for a job or an investment opportunity. If the offer is legitimate, they can wait a day or two for a response.
- If you receive a letter with a cheque after you posted your resume online, saying you are hired as a secret shopper to test the services of a money transfer company...Beware! The cheque might be counterfeit.

For more tips, or to report a scam, contact the Competition Bureau at [www.competitionbureau.gc.ca/fraud](http://www.competitionbureau.gc.ca/fraud) or call 1-800-348-5358, or the Canadian Anti-Fraud Centre at [www.antifraudcentre.ca](http://www.antifraudcentre.ca) or call 1-888-495-8501.

Catching these criminals is critical. That is why Fraud Prevention Forum members urge you to recognize it, report it, and help stop it.

- ▶ For more information, please contact [Gabrielle Tassé](#).

- ▶ CB in Brief is an electronic publication, distributed regularly to media and stakeholders to provide a snapshot of recent news and developments.
- ▶ For enquiries or information, please contact [Phil Norris - Communications](#).
- ▶ The Competition Bureau is an independent law enforcement agency that contributes to the prosperity of Canadians by protecting and promoting competitive markets and enabling informed consumer choice.



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