



MISLEADING ADVERTISING?

USE YOUR RIGHTS.



'Hi, I'm Robert. I saw a great offer for a flight advertised online recently. But when I went to book it, suddenly airport charges, booking fees and credit card charges were added that almost doubled the price.'

44% 

▶ of consumers don't know that an advert for airline tickets must state the total amount, including any taxes, fees and charges.



'The advert also showed lots of legroom and good on-board service, but in reality it was uncomfortable, and I didn't even get a glass of water. If I had known this, I would have used another company.'

44% 

▶ have come across misleading or deceptive adverts in the last 12 months.



'I was so angry. I wanted to complain but I didn't know where to go. I looked online and contacted a consumer organisation for advice.'

23% 

▶ of these went on to buy something based on these claims.



'With their help, I complained and the advert has now been removed from the company's website.'

12% 

▶ have contacted a consumer organisation for information on their rights.

47% 

▶ of those who complained to a public authority were satisfied with the way their problem was handled.

KNOW YOUR RIGHTS

**Insist on your right to truthful advertising.
Contact your competent authorities if you come across misleading or dishonest advertising.**

