

## Annex A: Matters relevant to Misleading Actions

In this section

The matters include:

The main characteristics of the product include:

### The matters include:

- the existence or nature of the product
- the main characteristics of the product
- the extent of the trader's commitments
- the motives for the commercial practice
- the nature of the sales process
- any statement or symbol relating to direct or indirect sponsorship or approval of the trader or the product
- the price or the manner in which the price is calculated
- the existence of a specific price advantage
- the need for a service, part, replacement or repair
- the nature, attributes and rights of the trader
- the consumer's rights or the risks they may face

### The main characteristics of the product include:

- availability of the product
- benefits of the product
- risks of the product
- execution of the product
- composition of the product
- accessories of the product
- after-sale customer assistance concerning the product
- the handling of complaints about the product
- the method and date of manufacture of the product
- the method and date of provision of the product
- delivery of the product
- fitness for purpose of the product
- usage of the product
- quantity of the product
- specification of the product
- geographical or commercial origin of the product
- results to be expected from use of the product
- results and material features of tests or checks carried out on the product

**Note:** 'product' means goods or service

**The nature, attributes and rights of the trader, including the trader's:**

- identity
- assets
- qualifications
- status
- approval
- affiliations or connections
- ownership of industrial, commercial or intellectual property rights
- awards and distinctions

**The 'consumer's rights' include:**

Rights the consumer may have under the Consumer Rights Act 2015, including in particular the consumer's rights to enforce terms about goods, the right to a repair or replacement, the right to a price reduction or the final right to reject.

[< Part E: Your obligations under the Price Marking Order 2004 and the Consumer Rights \(Payment Surcharges\) Regulations 2012](#)

[> Annex B: 31 Banned practices \(CPRs Sch.1\)](#)

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