

Misleading action - Section 104 – information about these matters must not deceive:

- a. the existence or nature of the product,
- b. the main characteristics of the product,
 - a) availability of the product,
 - b) benefits of the product,
 - c) risks of the product,
 - d) execution of the product,
 - e) composition of the product,
 - f) accessories of the product,
 - g) after-sale customer assistance concerning the product,
 - h) the handling of complaints about the product,
 - i) the method and date of manufacture of the product,
 - j) the method and date of provision of the product,
 - k) delivery of the product,
 - l) fitness for purpose of the product,
 - m) usage of the product,
 - n) quantity of the product,
 - o) specification of the product,
 - p) geographical or commercial origin of the product,
 - q) results to be expected from use of the product, and
 - r) results and material features of tests or checks carried out on the product,
- c. the extent of the trader's commitments,
- d. the motives for the commercial practice,
- e. the nature of the sales process,
- f. any statement or symbol relating to direct or indirect sponsorship or approval of the trader or the product,
- g. the price or the manner in which the price is calculated,
- h. the existence of a specific price advantage,
- i. the need for a service, part, replacement or repair,
- j. the nature, attributes and rights of the trader
 - a) identity,
 - b) assets,
 - c) qualifications,
 - d) status,
 - e) approval,
 - f) affiliations or connections,
 - g) ownership of industrial, commercial or intellectual property rights, and
 - h) awards and distinctions,
- k. the consumer's rights or the risks that consumer may face.