

Misleading omission - Section 105 – where the commercial practice is an invitation to purchase, the following is material information and must not be omitted:

- a. the main characteristics of the product, to the extent appropriate to the medium by which the invitation to purchase is communicated and the product,
- b. the identity of the trader, such as the trader's trading name, and the identity of any other trader on whose behalf the trader is acting,
- c. the geographical address of the trader and the geographical address of any other trader on whose behalf the trader is acting,
- d. either –
  - a. the price, including any taxes, or
  - b. where the nature of the product is such that the price cannot reasonable be calculated in advance, the manner in which the price is calculated,
- e. where appropriate, either –
  - a. all additional freight, delivery or postal charges, or
  - b. where such charges cannot reasonably be calculated in advance, the fact that such charges may be payable,
- f. the following matters where they depart from the requirements of professional diligence –
  - a. arrangements for payment,
  - b. arrangements for delivery,
  - c. arrangements for performance,
  - d. complaint handling policy, and
- g. for products and transactions involving a right of withdrawal or cancellation, the existence of such a right.