

Press Release:

Are your business practices fair?

East Midlands law firm Shacklocks urges businesses to comply with new legislation

New legislation, expected to have a dramatic impact on consumer protection law comes into force next month. The new legislation, which is being implemented as part of a general drive to harmonise legislation across the member states of the European Union will re-write UK consumer protection law. It is hoped that the legislation will begin to outlaw commercial practices which most people regard as unfair but which remain common selling techniques.

Commenting on the legislation, Michael Knibbs, Company Commercial Partner at East Midlands-based law firm, Shacklocks said:

“The new legislation will greatly enhance consumers’ rights and impact on any business which has dealings with consumers and potentially business to business transactions where consumer goods are supplied.”

Although the legislation gives some guidance as to what activities may be prohibited, businesses will need to examine each of their business activities. Commercial practices which are either unfair or misleading and aggressive will be prohibited.

This includes misleading actions, for example, telling someone that a boiler cannot be repaired so that he must buy a new one when the original is in fact repairable; misleading omissions such as a trader selling a satellite television package and saying it includes the sports channels but which are actually only available at an additional cost; aggressive practices including pressurised selling, and other specifically prohibited practices including limited time offers.

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Knibbs added:

“Any failure to comply with the new legislation is a criminal offence. What’s more, employees within a business can be liable if they have contributed to the offence committed by the business. All businesses should therefore be reviewing their business practices as a matter of urgency to make sure that all their activities and selling techniques comply with the new legislation.”

For more information on how Shacklocks can help you deal with the legislation, please call Michael Knibbs on 01773 743513.

Further information can also be found online at www.offt.gov.uk and www.berr.gov.uk

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Notes for Editors:

Shacklocks is a business committed to valuing lifetime relationships with clients. The firm provides legal, financial and investment advice to businesses and private clients and was established over 150 years ago.

Shacklocks holds the prestigious Lexcel accreditation, awarded by the Law Society only to firms demonstrating high levels of quality, client care and management. It currently has a staff of 70 people, including nine partners. Shacklocks has been featured in the legal 500 annual survey of the top UK law firms for the last five years and has seven offices throughout the East Midlands.

The firm’s Managing Partner is Martin Fallows who can be contacted at martinf@shacklocks.co.uk or on 07872 339718

If you would like an image to accompany this story or an interview with a lawyer experienced in business legal issues please contact Kim Peatfield. We are also happy to discuss feature ideas on other law related issues and provide specialists, comments, statistics and advice on forthcoming legislation.

Issued by:

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