

# WEBSITES, ADVERTISING AND REVIEWS – LEGAL CHANGES YOU NEED TO KNOW

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# Websites

## Key features of your purchase journey

- Material information
- Drip pricing
- Availability of terms and conditions
- Clarity and transparency

## What you need to do:

- Review your purchase journey



# Advertising

## Invitation to purchase

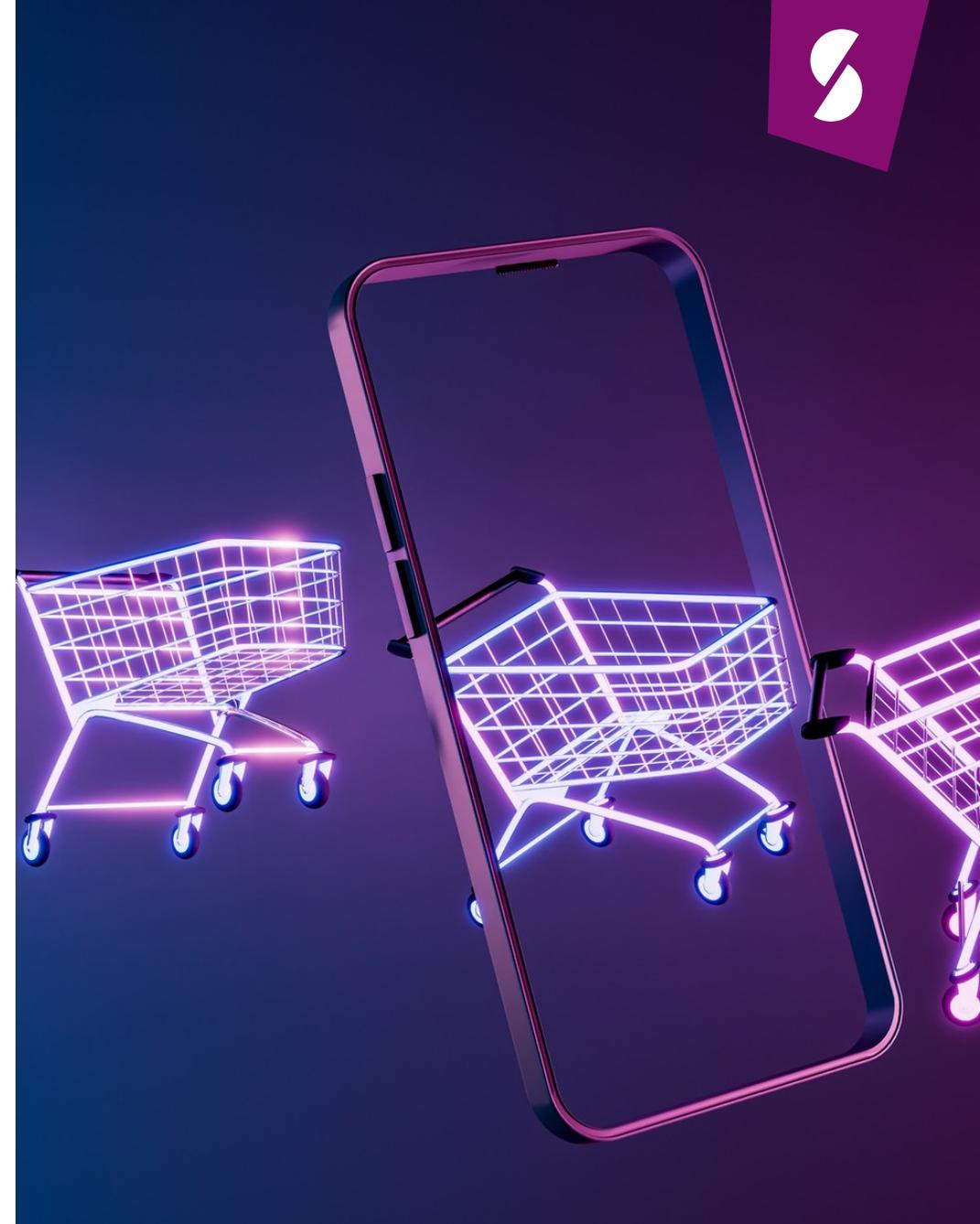
- Provide key information for the consumer to make an informed transactional decision

## Influencer Marketing

- Transparency regarding incentivised reviews

## Discounts and offers

- Accuracy of discounts and offers
- Pressurising consumers



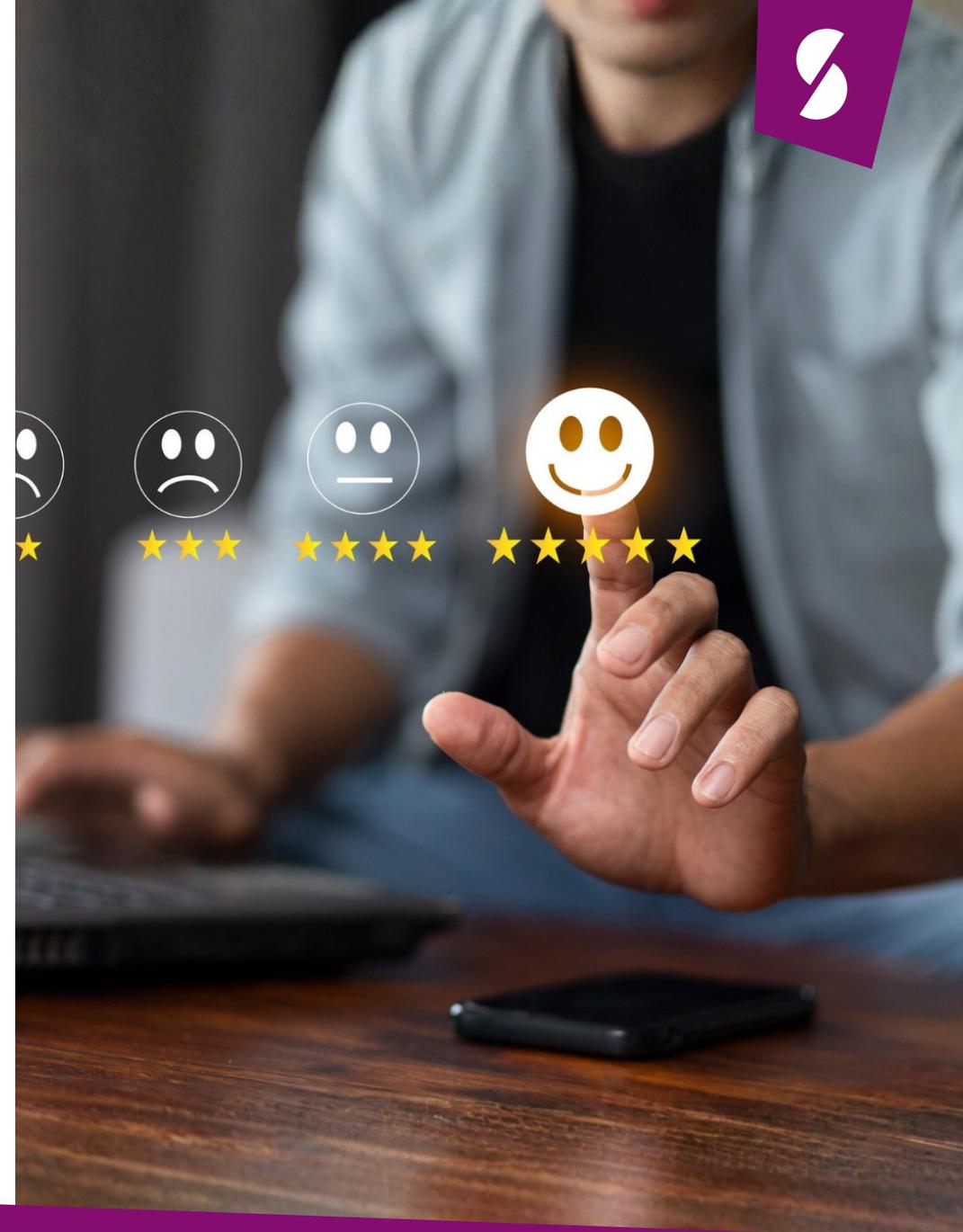
# Consumer Review

## Overview of the rule:

- Fake reviews = banned practice
- Cannot cherry pick reviews
- Catalogue abuse
- Disclose incentivised reviews
- Present accurate review information

## What you need to do:

- Published Reviews Policy
- Internal risk and review process





# Q&A





# GET IN TOUCH



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