

Welcome



Be Right
Know Your Consumer Rights

Consumer Rights Campaign

What is it all about?



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Introduction

The Consumer Code of Rights were issued under UAE Federal Law (24) 2006 by the Ministry of Economy (MoE).

In Dubai, the Department of Economic Development's (DED) Commercial Control and Consumer Protection Division, has been charged with the responsibility to ensure that consumers and retailers alike comply with the Consumer Code of Rights, understand their responsibilities and, where resolution is sought, facilitates this process between retailers and consumers.



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What does it all mean?

- Promotes competition and fair trade
- Benefits consumers, retailers and business and the community
- Promote a healthy trading environment which is transparent and regulated.



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How does this benefit me as a retailer?

- Promotes higher levels of customer service
- Builds customer loyalty
- Promotes healthy competition in a regulated environment
- Protects retailers against unsubstantiated complaints



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Why DED?

- DED is dedicated to raising awareness of consumer rights, consumer responsibilities and retailers responsibilities
- DED will deal with any disputes that may occur between consumers and retailers or service providers.
- Dubai Events and Promotions Establishment (DEPE and formerly the Dubai Shopping Festival Office)



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What are the Consumer Rights?

- **The Right to Safety:** To be protected from products, production processes and services that may cause harm to health and safety
- **The Right to Know:** To know the accurate information concerning the goods and services (ex: original products, for food to mention expiry date & ingredients, others).
- **The Right to Choose:** Right to have multiple options of items and services in competitive prices and quality
- **The Right to Representation:** The right to express opinions to develop the goods, services, prices and availability
- **The Right to Be Informed:** Acquisition of knowledge and skill and awareness of consumer rights and responsibilities through continuous awareness programs



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Conditions to be complied with:

- Goods must meet a level of quality and performance that would be reasonable to expect, given their prices and specifications
- Goods must be suitable for the purpose that the seller conveys to the consumer and match the description given to the consumer
- Services must be carried out with due care and skill
- Materials used in connection with a service should meet customer requirements
- Consumers have rights to remedies in the case that there are problems with good or services provided:
 - Repairs, replacement and refunds depending on the nature of goods
 - Having services supplied again



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Retailer Responsibilities

- Avoid misleading advertising
- Make very clear policies regarding refunds, replacement, repair
- Prices in UAE currency (Dirham) and other information in Arabic and English .
- Provide dated detailed receipt
- For used or repaired goods, product condition should be clear
- Offer products with valid guarantees and warranties
- Guarantee service quality for a period of time
- Ensure that your employees knowledge is compatible with the range of products and services offered



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Remember...

Word of mouth is the most effective form of advertising – especially if your customers are saying great things about you!



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Price tags and description of goods

- Goods and services must be presented with clear information in Arabic and English
- Prices to be displayed in UAE Dirham.
- Price of goods should be accurate
- Legally, the price on the tag is what the consumer pays



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In-store signage

Note that certain in-store signs relating to refund practices are illegal. Here are some examples of *illegal* signs:

- "No refunds"
- " No exchanges"

In some cases, your customers may be legally entitled to a full or part refund. To indicate otherwise is misleading and therefore illegal and you may be prosecuted and fined.



In-store signage

What we do recommend is using language which is customer service friendly but which also states your position as a retailer. Such signs could be:

- "Please choose carefully. No refund will be made if you change your mind after purchase."
- "Refunds or exchanges will be made if the product purchased is defective."
- "Refunds or exchanges will be accepted within (state number of days) of purchase. Please keep your receipt as proof of purchase."



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Damaged goods

Goods damaged by a customer

- Check with your insurer to see exactly what is covered
- If your insurer pays for goods damaged by customers, it may be good business practice not to hold them liable
- Are your displays hazardous?



Damaged goods

Goods damaged when being delivered

- Retailers responsibility to deliver the items in good order
- Regardless of who you get to make the delivery, it is advisable to have insurance to cover potential damage or loss
- If customers decide to transport the goods themselves, any damage is their responsibility
- Always have your customer check the goods before they are transported and to sign to say they are in good order



When goods are delivered

- Have the customer sign to say that they are in good order
- Ensure the customer understands what they are signing.
- Do not leave goods unattended at a customer's delivery address.



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Retail Advertising Checklist

- Is the advertised price accurate?
- Do the photos/illustrations accurately reflect the advertised goods?
- Is the overall impression of the advertisement clear?
- Have you ensured reasonable quantities of stock will be available at the start of the campaign?
- Have in-store price advertising and check-out systems been adjusted?
- Have sales staff been told of the impending sales campaign



Returns and Refunds



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Returns and Refunds

Your customers can return goods for a refund, repair, replacement or a credit note if the item:

- Has a fault that wouldn't normally have been detected at the time they bought it
- Is not the same as described by the salesperson, or on a label or sign, or in an advertisement, or does not match the sample they were shown
- Is not suitable for the customer's intended use as they described to the salesperson before they bought it

Always ensure your staff know the refund or returns procedure



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What remedy should you offer?

Faulty goods

- Should be repaired to your customer's satisfaction
- If it can't be repaired then you should offer a replacement or a full refund or a credit note
- Ask for proof of purchase such as a receipt



What remedy should you offer?

Returns

Customers actually have no legal right to a remedy if they have simply changed their mind, if the item is an unwanted gift, or if it is the wrong size, however...

- If the salesperson agreed at the point of sale to give a refund (or if your signage states so) then this may become a 'condition of sale' and customers may insist on a refund.
- A flexible and customer-friendly policy of exchanging goods promotes goodwill and is an excellent way of provided high standards of customer service



Complaint handling guidelines for retailers

Any complaints handling policy you adopt needs to acknowledge that:

- Your customers have the right to complain about goods and/or services purchased, and to have that complaint dealt with;
- Complaints can provide you with feedback about goods and/or services being offered; and
- Receiving a complaint gives you the opportunity to assess the impact on the market of certain goods and/or services.



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Remember...

**If you don't take care of your customers,
someone else will!**



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Essential features of a complaint handling system

"Customers don't expect you to be perfect. They do expect you to fix things when they go wrong."- Donald Porter V.P., British Airways

- Commitment
- Fairness
- Effectiveness
- Accessibility
- Accountability



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How will DED help you as a retailer?

- Prior to coming to DED, the consumer must have tried to contact the retailer to remedy the situation
- The DED resolution process starts when the consumer and retailer fail to reach a decision
- Following a consumer complaint DED will establish the validity of the complaint (as per Federal Law directives)
- If the complaint is valid, DED will register the complaint internally and contact the retailer to seek resolution



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Question Time!



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