

# The Deceptive Marketing Practices Digest

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## **The Deceptive Marketing Practices Digest**

Introduction. In this edition of the Deceptive Marketing Practices Digest, we look at three marketing issues that resonate with consumers of the online marketplace: the collection of consumer data in exchange for "free" online products and services; unsubstantiated weight loss claims; and, the marketing practice of "drip pricing" in the car rental market.

## **The Deceptive Marketing Practices Digest - Volume 5 ...**

In this edition of the Deceptive Marketing Practices Digest, we look at online influencers, savings claims and Made in Canada representations. Each of these can have an influence on consumers and the decisions they make. Consumers rely on the opinions and reviews shared online by influencers and believe they are genuine and impartial.

## **The Deceptive Marketing Practices Digest - Volume 4 ...**

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The Deceptive Marketing Practices Digest – Volume 5 admin March 5, 2020 0 179 3 min read In this edition of the Deceptive Marketing Practices Digest, we look at three marketing issues that resonate with consumers of the online marketplace:

## **The Deceptive Marketing Practices Digest - Volume 5 ...**

This Legal Update discusses the Competition Bureau's new Deceptive Marketing Practices Digest (Bulletin). The Update includes a summary of the Bulletin, key guidance provided by the Bureau, including in relation to the novel and emerging area of misleading data privacy claims, and a discussion of implications for brands and their counsel.

## **New Competition Bureau Deceptive Marketing Practices ...**

Practical Law Canada Competition has published a New Legal Update, which discusses the Competition Bureau's new Deceptive Marketing Practices Digest, including the following key current Bureau advertising enforcement priorities: false or misleading data privacy claims, weight loss claims and online pricing and drip pricing.

## **Canadian Advertising/Marketing Lawyer**

The Competition Bureau has released the first issue of its Deceptive Marketing Practices Digest (formerly the Misleading Advertising Bulletin).

## **First Issue(s) Of The Deceptive Marketing Practices Digest ...**

In its fourth edition of the Deceptive Marketing Practices Digest, the Competition Bureau provides guidance and advice to marketing professionals, businesses and social influencers about their responsibilities and the risks associated with three marketing practices: influencer marketing, "Made in Canada" claims and savings claims.

## **Influencer marketing, Made in Canada claims and savings ...**

March 4, 2020 – GATINEAU, QC – Competition Bureau. Today, the Bureau published The Deceptive Marketing Practices Digest –

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Volume 5. First in the series for this new decade, Volume 5 focuses on three marketing issues that impact consumers and businesses in the online marketplace: the collection of consumer data in exchange for “free” online products and services;

## **Competition Bureau looks at three types of online claims**

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Misleading advertising occurs when, in the promotion of a product or any business interest, a representation is made to the public that is false or materially misleading.

## **Misleading Advertising & Deceptive Marketing Practices**

In its 4th edition of the Deceptive Marketing Practices Digest, the Competition Bureau provides guidance and advice to marketing professionals, businesses and social influencers about their responsibilities and the risks associated with three marketing practices: influencer marketing, "Made in Canada" claims and savings claims.

## **Competition Bureau Releases Deceptive Marketing Practices ...**

(Re)introduces Deceptive Marketing Practices Digest The Competition Bureau has provided misleading advertising guidance in its new Deceptive Marketing Practices Digest. The Digest is being reintroduced on a pilot basis and will offer the Bureau's enforcement perspective on current issues in advertising and marketing.

## **Guidance for the Digital Age: Competition Bureau (Re ...**

The Competition Bureau of Canada (the " Bureau ") recently released the fifth volume of its Deceptive Marketing Practices Digest. In this latest edition, the Bureau has again focused on issues affecting consumers in the online marketplace, including deceptive privacy practices, unsubstantiated weight loss claims and the practice of "drip" pricing in the car rental industry.

## **Hidden Digital Costs, Unsubstantiated Weight Loss Claims ...**

Deceptive Marketing Practices. False, exaggerated, or deceptive representations in advertising are illegal under both California

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and federal law. Under the Federal Trade Commission Act, advertising must be truthful and non-deceptive; advertisers must have evidence to back up their claims; and advertisements cannot be unfair.

## **Deceptive Marketing Practices | The Hamideh Firm, P.C.**

The Competition Bureau's March 2020 Deceptive Marketing Practices Digest also explained that the Bureau will invoke the truth in advertising provisions of the Competition Act when businesses make false or misleading representations to consumers about the collection and use of consumers' data, including in connection with "non-monetary" transactions for free services.

## **Canadian Competition Bureau takes enforcement action**

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The U.S. Food and Drug Administration on Monday accused Juul of deceptive marketing practices for presenting its vaping products as safer than conventional cigarettes. In an official warning letter...

## **FDA Warns Juul About Deceptive Marketing Tactics**

March 12, 2020 | Kelly Harris, Paul Nicholas Dimerin. The Competition Bureau of Canada (the "Bureau") recently released the fifth volume of its Deceptive Marketing Practices Digest. In this latest edition, the Bureau has again focused on issues affecting consumers in the online marketplace, including deceptive privacy practices, unsubstantiated weight loss claims and the practice of "drip" pricing in the car rental industry.

## **Hidden digital costs, unsubstantiated weight loss claims**

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The deceptive marketing provisions of the Competition Act apply when a company is "promoting, directly or indirectly, the supply or use of a product or for the purpose of promoting, directly or indirectly, any business interest".

## **Competition Bureau role in regulating food claims ...**

Illinois Sues Controversial Drug Maker Over Deceptive Marketing Practices. Insys, which has come under fire before for using

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doctors with troubled histories to promote or consult on its products ...

### **Illinois Sues Controversial Drug Maker Over Deceptive ...**

KENOSHA, Wis. (AP) — The owner of a camera shop that was destroyed during unrest in Kenosha and highlighted during President Donald Trump's visit says the president used his store for political gain by appearing with a former owner of the business while touring the epicenter of the latest eruption over racial injustice. Tom Gram said he bought Rode's Camera Shop from the Rode family eight ...

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