

Consumer Protection Directorate Commercial Discount/Sale Campaigns Controls

As part of the Ministry of Industry and Commerce's initiatives to promote transparency and trust in discount/sale campaigns, commercial entities are mandated to adhere to the following regulations. These guidelines underscore the importance of upholding integrity and ensuring consumer protection during sales and discount campaign periods.

Discount/Sale Campaigns Regulations

- 1- The terms related to commercial discount/sale campaigns such as "up to," "to," etc., must be clearly defined in the same font size and style as the discount percentage mentioned in the advertisement.
- 2- Discounted items must be specifically identified and clearly marked within the store to avoid confusion between discounted and non-discounted products for consumers.
- 3- Discounted items should be separated and isolated from non-discounted items whenever possible.
- 4- Price tags must be prominently displayed on items, showing both the pre-discount and post-discount prices, ensuring price accuracy at the point of sale.
- 5- Products included in commercial discount/sale campaigns must be sound, free of defects & damage and fit for human consumption.
- 6- Regarding discounts/sales on used/display products or slightly damaged items, the provider must clarify this in the discount/sale campaign advertisements and provide consumers with a detailed invoice indicating the product's condition.
- 7- The exchange and return policy stipulated in the Consumer Protection Law and its Executive Regulations applies to products included in commercial discount/sale campaigns.