

Guidelines on Fair Conduct in Advertising Situations

When contacting consumers, distributors shall refrain from conduct that could lead to misunderstandings regarding the purpose of the contact.

Upon request by the consumer, the distributor shall

- refrain from submitting an offer,
- postpone the submission of an offer to another time, or
- immediately stop a sales conversation that has already begun.

The distributor shall refrain from any conduct that could induce consumers to accept the offer made solely in order to

- do the offerer a personal favor,
- end an unwanted conversation, or
- enjoy a benefit that is not the subject of the offer, or
- show appreciation for the granting of such a benefit.

At the beginning of a personal or telephone contact with the consumer, the distributor shall introduce themselves truthfully without being asked by stating their name and the company they represent.

Upon request, the distributor shall provide appropriate identification during a personal contact.

In addition, at the beginning of the sales conversation, they shall disclose the business purpose of their approach, visit, or call and make clear which products or services are to be offered.