



Consumer Protection Law and Compliance

Course: Unfair Terms, Misleading Practices and Redress



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Introduction:

Consumer protection law and compliance, with a focus on unfair terms, misleading practices and redress, is the subject of this 5-day course for legal, compliance, customer experience and marketing staff that ends with a Consumer Compliance Review Report for a case online retailer. Consumer-facing businesses face refunds, penalties and reputational damage when standard terms tilt against buyers, promotions mislead or complaints stall without remedy. Nominees already approve customer terms, campaigns or complaint outcomes, and the course works through case studies built on real checkout pages, contracts and complaint logs. CoreConcept Training Center delivers this consumer protection law course.

Course Objectives:

- Map consumer rights to safety, information, choice and redress against every stage of the organisation's customer journey
- Screen standard consumer terms for good faith, significant imbalance and transparency and redraft clauses that fail
- Assess advertisements, price displays and promotional offers for misleading actions, misleading omissions and aggressive selling
- Set distance selling, cancellation, returns and warranty rules that give buyers clear and timely remedies
- Run a complaints handling and redress procedure that identifies vulnerable consumers and feeds root causes back to the business
- Produce a Consumer Compliance Review Report with a monitoring plan for an online retailer

Target Audience:

- In-house legal managers who approve consumer terms, policies and dispute settlements
 - Compliance managers accountable for consumer conduct risk, monitoring and regulatory reporting
 - Customer experience and complaints managers who own refunds, returns and redress decisions
 - Marketing and pricing managers who sign off advertising, promotions and price displays
 - E-commerce and digital channel managers responsible for checkout flows, order confirmations and online disclosures
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Course Outline:

Day 1: Consumer Protection Principles, Rights and the Current-State Baseline

- UN Guidelines for Consumer Protection Legitimate Needs and Principles
- Consumer Rights Map Covering Safety, Information, Choice and Redress
- Trader and Consumer Definitions Applied to Mixed-Purpose Transactions
- Customer Journey Touchpoint Inventory from Advertising to After-Sales
- Consumer Compliance Gap Assessment Against Fair Dealing Principles

Day 2: Pre-Contract Information Duties and Unfair Contract Terms Tests

- Pre-Contract Information Checklist for Price, Charges and Key Features
- Good Faith and Significant Imbalance Test for Standard Terms
- Transparency Test for Plain and Intelligible Contract Language
- Black List and Grey List Term Screening Matrix
- Core Term Exemption and Price Variation Clause Review

Day 3: Misleading Practices, Advertising, Pricing and Distance Selling

- Misleading Action and Misleading Omission Assessment Worksheet
- Aggressive Practice Indicators Covering Harassment, Coercion and Undue Influence
- Advertising Copy Clearance Procedure for Comparative and Influencer Content
- Reference Pricing, Drip Pricing and Promotional Offer Rules Review
- Distance Selling Order Flow with Cancellation Window and Refund Timing

Day 4: Returns, Warranties, Complaints Redress, Vulnerability and Enforcement

- Returns and Refund Policy Drafting for Faulty and Unwanted Goods
- Legal Guarantee Versus Commercial Warranty and After-Sales Service Terms
- Complaints Handling Procedure with Root Cause Classification and Escalation
- Vulnerable Consumer Identification Indicators and Adjusted Service Measures
- Enforcement Exposure Matrix Covering Penalties, Undertakings and Collective Claims

Day 5: Case Study on a Consumer Compliance Review of an Online Retailer

- Case Online Retailer Website, Terms and Checkout Evidence Review
 - Unfair Terms and Price Display Findings for the Case Retailer
 - Returns, Warranty and Complaints Data Analysis for the Case Retailer
 - Consumer Compliance Programme Design with Monitoring Indicators and Owners
 - Consumer Compliance Review Report Completion and Panel Defence
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Skills You Will Gain:

- Consumer Rights Mapping
- Unfair Terms Screening
- Consumer Contract Redrafting
- Advertising Claim Clearance
- Promotional Pricing Review
- Complaints Root Cause Analysis
- Vulnerable Consumer Support Design
- Consumer Conduct Monitoring

Why Attend This Course:

- Deliver a Consumer Compliance Review Report to the general counsel, head of compliance and customer experience director
- Decide which standard terms to redraft, which promotions to stop and which complaints merit a refund or goodwill remedy
- Avoid penalties, mass refunds and complaint backlogs caused by unfair clauses, hidden charges and misleading price claims
- Share term screening matrices, advertising clearance steps and complaint escalation rules with marketing, sales and service colleagues

Conclusion:

Back at work, the participant presents the Consumer Compliance Review Report to the general counsel, the head of compliance and the customer experience director. They use it to approve redrafted customer terms, withdraw or correct misleading promotions, tighten returns and refund handling and assign owners to each monitoring indicator. After the first quarter under the plan, the organisation should review complaint volumes and root causes, refund turnaround, the outcome of term and advertising checks and the treatment of vulnerable customers, then adjust the controls that did not reduce consumer detriment.

Frequently Asked Questions FAQ:

What should participants know before the consumer protection law and compliance course?

Participants should already approve customer terms, campaigns, refunds or complaint outcomes in a consumer-facing business. No legal qualification is required. Bringing anonymised standard terms, a recent promotion or a complaints report helps them apply the case work to their own organisation.

How does consumer protection law and compliance differ from a competition law course?

It concentrates on how a business treats individual buyers: information duties, unfair terms, misleading and aggressive practices, returns, warranties, complaints and redress. Competition law courses deal with relations between rivals, such as cartels, dominance and mergers, and touch consumers only through market effects.

Why do unfair terms matter in consumer protection law and compliance?

An unfair term in a standard consumer contract may not bind the buyer, so a business relying on it can lose fees, face refunds across its customer base and draw enforcement action. Screening terms for good faith, imbalance and transparency prevents that exposure.

What do participants take back from the consumer protection law and compliance course?

Participants take back a Consumer Compliance Review Report for a case online retailer, a term screening matrix, an advertising clearance procedure, returns and complaints procedures and a monitoring plan with indicators and owners that they can adapt to their own organisation.
