

Pricing Practice	Description/ Infringing Conduct	CCCS's Guidelines
Drip Pricing	<p>This is the practice of displaying/ advertising a product or service at a lower price (headline price) than the final price a consumer would pay.</p> <p>This occurs when the headline price omits mandatory charges and pre-ticked optional add-ons.</p>	<ul style="list-style-type: none"> • Include unavoidable or mandatory fees/ charges (eg. taxes, surcharges, service fees) in the total headline price • Require consumers to select the options they want (eg. "opt-in" approach for add-ons) • If pre-ticked boxes are used, prominently disclose the goods/ services, the price of such items and the material terms and conditions • Provide a final itemised price listing, which clearly reflect the breakdown of all mandatory and optional fees prior to payment
Price Comparison	<p>Price comparisons are often used with reference to competitors' products to indicate a competitive price and/ or price advantage.</p> <p>Consumers may not actually enjoy a price advantage where the price comparisons are misleading or inaccurate.</p> <p>For example, when a supplier states that its competitor's prices are higher when it is untrue, or price comparisons that are no longer current.</p>	<ul style="list-style-type: none"> • Ensure price comparisons are made to other goods or services that are accepted to be similar or equivalent by consumers or trade norms • Record reference prices to prove that prices comparisons are not false or misleading • Periodically check for changes to referenced price and update accordingly
Discount	<p>Discounts are benefits arising from a supplier's comparison to its usual price.</p> <p>Consumers may be misled by misrepresentations of the price benefit.</p> <p>This includes suppliers advertising a product as discounted from a price that was never offered; or advertising goods or services as being discounted for a "limited period" when they would actually be discounted for an extended duration.</p>	<ul style="list-style-type: none"> • Use bona fide previous prices when displaying price comparisons for discounts • Record evidence of past sales and prices • Clearly and prominently state the time period for discounts. Time period of discounts should not be false or misleading.
Use of the term "Free"	<p>Suppliers may provide consumers with "free" products or services to entice consumers, though this may not actually be free.</p> <p>Examples of possible infringements are when the supplier makes consumers pay for the cost of a good/ service when represented as "free"; or advertising a product/ service as "free" when it is part of a package price.</p>	<ul style="list-style-type: none"> • Ensure that price of a product/ service is not increased to cover the cost of the free trial/ gift. Clearly indicate any incidental costs (eg. shipping fees for the free gift) at the outset • Inform consumers before their free trial ends and provide clear information on the cancellation process