

# Hong Kong Customs reminds public on being smart consumers

The Customs and Excise Department (C&ED) today (October 15) uploaded to its departmental webpage smart consumer tips and reminded members of the public on points to note in reporting cases related to the Trade Descriptions Ordinance (TDO).

The aim of the information is to promote smart shopping. It serves to enhance public awareness of consumer rights and understanding of the department's handling of complaints related to the TDO.

The smart tips were written after summing up the experiences in handling cases related to the TDO by the C&ED over the past few years.

Illustrated with examples, the uploaded information gives a reminder of points to pay attention to at various stages of shopping. For instance, consumers should pay attention to transaction details and keep their invoices in case of liability claims to be taken on the questionable transactions. Other examples are also cited to show the scope of application of the TDO and the burden of proof required.

The information can be browsed through the C&ED webpage at [www.customs.gov.hk/en/consumer\\_protection/trade\\_desc/unfair/index.html](http://www.customs.gov.hk/en/consumer_protection/trade_desc/unfair/index.html).

In addition to carrying out stringent enforcement, the C&ED is committed to enhancing public understanding of its TDO-related complaint handling mechanism through public education activities, including public/community talks and consumer alerts on its website.