

Find the Prohibited Practices

Reference File

Refer to the following sections of the Consumer Protection Act (CPA) to identify the eight prohibited practices found in the [Circular Plus](#).

- **Section 17.** In case of doubt or ambiguity, the contract must be interpreted in favour of the consumer.
- **Section 219.** No merchant, manufacturer or advertiser may, by any means whatever, make false or misleading representations to a consumer.
- **Section 224.** No merchant, manufacturer or advertiser may, by any means whatever,
 - (a) lay lesser stress, in an advertisement, on the price of a set of goods or services than on the price of any goods or services forming part of the set;
 - (a.1) use the expression “cost price” or any other expression suggesting that goods are for sale or for lease at a price or retail value based on their cost to the merchant, unless the expression refers to the price or retail value actually paid by the merchant to purchase the goods;
 - (b) disclose, in an advertisement, the amount of the instalments to be paid for the purchase or long-term lease of goods or for a service without also disclosing, and laying greater emphasis on, the total price of the goods or service or, in the case of a long-term lease, the retail value of the goods; or
 - (c) charge, for goods or services, a higher price than that advertised.

For the purposes of subparagraph *a.1* of the first paragraph, the price actually paid by the merchant is the price the merchant paid reduced by all the charges the merchant paid but that have been or will be reimbursed.

- **Section 227.1.** No person may, by any means whatever, make false or misleading representations concerning the existence, charge, amount or rate of duties payable under a federal or provincial statute.
- **Section 231.** No merchant, manufacturer or advertiser may, by any means whatever, advertise goods or services of which he has an insufficient quantity to meet public demand unless mention is made in his advertisement that only a limited quantity of the goods or services is available and such quantity is indicated.

The merchant, manufacturer or advertiser who establishes to the satisfaction of the court that he had reasonable cause to believe that he could meet public demand or who offered the consumer, for the same price, other goods of the same nature and of an equal or greater cost price is not guilty of any infraction of this section.

- › **Section 231.1** No merchant, manufacturer or advertiser may, in an advertisement concerning specific goods or services and disclosing their price or retail value, show a picture of the goods or services that is not an accurate depiction of them.

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