

Case law**Case Details**

National ID: J.nr.: 12/03779

Member State: Denmark

Common Name: link

Decision type: Other

Decision date: 11/03/2013

Court: The Danish Consumer Ombudsman

Subject:

Plaintiff: Forbrugerombudsmanden (the Danish Consumer Ombudsman)

Defendant: Onfone ApS

Keywords: limitations imposed by the medium, material information, misleading advertising, price, price information

Directive Articles

Unfair Commercial Practices Directive, [Chapter 2, Section 1, Article 7, 1.](#)

Headnote

A television commercial, in which essential price information is mentioned only in small print and during a few seconds only, constitutes a misleading commercial practice.

Facts

The defendant, a mobile phone service provider, marketed a mobile phone subscription during a television commercial.

However, essential price information was depicted in small print only and the printed text was furthermore displayed only for a few seconds.

Legal issue

According to the Danish Consumer Ombudsman, the television commercial concerned was misleading advertising as essential price information was printed too small and not displayed long enough.

Decision

Does a television commercial, in which essential price information is mentioned only in small print and during a few seconds only, constitute a misleading commercial practice?

URL: [http://www.forbrugerombudsmanden.dk/Nyheder-fra-FO/Pressemeddelelser/Teleselskab-betaler-boede-paa-200000-kr?](http://www.forbrugerombudsmanden.dk/Nyheder-fra-FO/Pressemeddelelser/Teleselskab-betaler-boede-paa-200000-kr?tc=D74929A5CD4D4F43909476CBFC7C9FE1)

tc=D74929A5CD4D4F43909476CBFC7C9FE1

Full text: [Full text](#)

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Legal Literature

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Result

The defendant was fined DKK 100,000 (approx. EUR 13,700).