

**BLACK FRIDAY AND CHRISTMAS SHOPPING****MEDIA RELEASE****BERN, 23. NOVEMBER 2020****Every year, the fake goods business booms, in particular, in the run up to Christmas**

**Watch out when shopping online because toys, clothes, jewellery accessories and new high-tech products are all very much in demand in the pre-Christmas period. It is the season when many consumers expect to bag a really good bargain.**

Many online shops sell supposed brand-name goods, toys, electrical appliances, beauty products and designer clothing at questionable prices. There are, of course, special offers in general on Black Friday and in the pre-Christmas period, but if the price is significantly below what it usually is, be cautious and take a closer look.

Checking the authenticity of digital offers is indisputably more difficult than when buying in retail stores. Counterfeiters know this, too – which is precisely why the sale and trade of fake goods online is booming so strongly.

Even on established platforms, you are not always safe from inferior counterfeit goods. In fact, it is becoming increasingly difficult for consumers to recognise fake e-commerce stores, some of which are very professionally designed and frequently use fake quality seals.

However, there are some basic tips on how to recognise fake goods and dubious e-commerce sites:

1. The price is always one of the most important indicators: is there a realistic price difference between the product you want to buy and the original? Supposed bargains often turn out to be fakes or pirated goods.
2. Missing or incorrect contact details: the physical address, email address or telephone number of the vendor is not provided.
3. Spelling and grammar: are there written mistakes in the information on the website or in the T&Cs or have they been translated by a machine?
4. Right of return or guarantee: dubious merchants rarely provide these services.
5. Payment methods and shipping: no known means of payment and very long delivery times can also indicate a dubious offer.

Damages, hazards and poor quality counterfeit goods are gifts that everyone is happy to do without, so watch out when bargain hunting.

**STOP PIRACY** is the Swiss anti-counterfeiting and piracy platform. The non-profit organisation works to educate and raise awareness among consumers as well as promote cooperation between the business community and the authorities. STOP PIRACY provides the general public with facts, analyses and information about the risks of counterfeiting and piracy, and what lies behind it.



**Links:** [Tips for consumers: recognising counterfeits on the internet](#)

**For further questions: STOP PIRACY – The Swiss Anti-Counterfeiting and Piracy Platform**

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