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## CONSUMER LAW COMPLIANCE POLICY AND PROCEDURES

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### Purpose

The purpose of this Consumer Law Compliance Policy and Procedures is to ensure that Trendie adheres to all relevant consumer protection laws and regulations, including the Australian Consumer Law (ACL). This policy aims to guide employees in understanding their responsibilities in delivering fair, transparent, and ethical practices in all consumer interactions, safeguarding the rights of our customers and maintaining the integrity of our brand.

### Scope

This policy applies to all employees of Trendie, including full-time, part-time, temporary, and contract staff, involved in any aspect of product and service provision to consumers. It encompasses activities such as advertising, sales, customer service, and product delivery, ensuring that all customer interactions comply with Australian consumer protection laws.

### Consumer Law Compliance Principles

- **Honesty and Transparency:**

Employees must provide accurate, truthful, and clear information to consumers regarding products and services. Misleading or deceptive conduct is strictly prohibited under the ACL.

- **Fair Trading:**

Employees are required to engage in fair trading practices, ensuring that all terms and conditions are presented clearly and without ambiguity. Unconscionable conduct, such as taking advantage of a consumer's vulnerabilities, is strictly prohibited.

- **Product and Service Quality:**

All products and services offered by Trendie must be of acceptable quality, fit for purpose, and match the descriptions provided. This includes ensuring compliance with the consumer guarantees under the ACL.



- **Consumer Guarantees:**

Trendie acknowledges the consumer guarantees provided by the ACL, including guarantees related to the quality, fitness for purpose, and safety of goods and services. Employees must be aware of and uphold these guarantees in all consumer transactions.

- **Advertising and Marketing:**

All advertising and marketing activities must be compliant with the ACL, ensuring that representations made about products and services are accurate and not misleading. This includes price representations, product descriptions, and any claims made in advertising materials.

- **Complaints and Dispute Resolution:**

Trendie is committed to handling consumer complaints promptly and fairly. Employees must be trained to manage complaints effectively, ensuring compliance with the ACL and other relevant dispute resolution processes.

## Relevant Legislation and Regulations

- **Australian Consumer Law (ACL):**

Incorporated within the Competition and Consumer Act 2010 (Cth), the ACL sets out the national framework for consumer protection, including rules against misleading or deceptive conduct, unconscionable conduct, and unfair contract terms.

- **Competition and Consumer Act 2010 (Cth):**

This act provides a comprehensive set of laws to protect consumers and ensure fair trading, including provisions relating to product safety and information standards.

- **State and Territory Legislation:**

In addition to the ACL, state and territory laws may also apply, including regulations around unsolicited consumer agreements, product labelling, and lay-by agreements.



## Responsibilities

- **Employees:**

All employees are responsible for understanding and adhering to this policy. They should ensure that all consumer interactions are conducted in a manner that is compliant with the ACL and other relevant consumer protection laws. Employees are also responsible for reporting any suspected breaches of consumer law to their manager or the Compliance Officer.

- **Managers:**

Managers are responsible for ensuring that their teams understand and comply with this policy. They must provide training and support to staff, monitor compliance, and address any breaches promptly and effectively. Managers are also responsible for fostering a culture of compliance within their teams.

- **Compliance Officer:**

The Compliance Officer is responsible for overseeing the implementation of this policy, providing guidance on consumer law compliance, and conducting regular audits to ensure adherence. The Compliance Officer is also responsible for investigating reported breaches and recommending corrective actions.

## Procedures for Consumer Law Compliance

- **Training and Awareness:**

- All employees will receive training on the key aspects of the ACL and this policy during their induction.
- Regular refresher training sessions will be conducted to ensure ongoing awareness and compliance.
- Updates on changes to consumer law will be communicated promptly to all relevant staff.

- **Advertising and Marketing Review:**

- All advertising and marketing materials must be reviewed and approved by the Compliance Officer before release to ensure compliance with the ACL.



- Claims made in marketing materials must be substantiated, and care should be taken to avoid misleading or deceptive representations.
- **Product and Service Quality Control:**
  - Quality control procedures must be in place to ensure that all products and services meet the required standards and consumer guarantees under the ACL.
  - Any product defects or issues should be reported immediately to the Quality Assurance team for investigation and rectification.
- **Customer Interaction and Sales Practices:**
  - Employees must provide clear and accurate information to customers during all sales and service interactions.
  - Sales practices should be conducted ethically, without undue pressure or misleading tactics.
  - Customers should be informed of their rights under the ACL, including the availability of refunds, repairs, or replacements for faulty goods.
- **Complaints Handling and Dispute Resolution:**
  - A standardised complaints handling procedure must be followed to ensure that all consumer complaints are managed promptly and fairly.
  - Complaints should be recorded and investigated, with appropriate corrective actions taken as necessary.
  - Consumers should be informed of their rights to escalate complaints to external bodies, such as consumer protection agencies, if not resolved satisfactorily.
- **Monitoring and Auditing:**
  - Regular audits will be conducted by the Compliance Officer to ensure adherence to this policy and identify areas for improvement.
  - Non-compliance issues will be documented, and corrective action plans will be implemented to address any deficiencies.



# Trendie

## **Compliance and Enforcement**

Trendie is committed to upholding this Consumer Law Compliance Policy. Non-compliance with consumer protection laws and this policy may result in disciplinary action, up to and including termination of employment. In severe cases, legal action may also be taken to address breaches of consumer law.

## **Review and Updates**

This policy will be reviewed annually to ensure its relevance and effectiveness in maintaining compliance with consumer laws. Employees will be notified of any updates or changes to the policy. It is the responsibility of all employees to familiarise themselves with the most current version of this policy.

## **Implementation**

This policy will be made accessible to all employees via the company intranet and employee handbook. Compliance training sessions will be conducted to ensure all staff understand their responsibilities under this policy and the Australian Consumer Law.

By adhering to this policy, Trendie aims to build and maintain trust with consumers, ensuring that all business practices are ethical, transparent, and in full compliance with Australian consumer protection laws.

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