

Code of Good Practice for Domestic Appliance sales

The Domestic Appliances industry is a significant and rapidly growing sector of the Polish economy, contributing to the creation of jobs and the development of export, as well as the progress of innovation, while at the same time paying attention to the environment. Wanting to strengthen the positive trends and give more momentum to the further development of the household appliances market, we have decided to create a set of ethical and business-related principles which will promote higher trade standards in the field of Domestic Appliance sales.

The purpose of this Code is also to set standards for manufacturers and distributors, which will increase consumer confidence and security during their purchases. The present document covers both the sales and the promotion process, as well as accompanying service packages.

We invite not only Domestic Appliance manufacturers and retailers to cooperate with us and support our initiative, but we also welcome representatives of other sectors for whom compliance with fair rules means expressing concern for the highest quality of customer service.

By signing the Code, its signatories commit to the principles contained therein to the extent to which they are concerned and to disseminate the Code, in particular in relations with their business partners. The provisions of the Code are not legal standards and are respected by the signatories on a voluntary basis.

Code of Good Practice for DA Sales

1. The signatories are obliged to respect the principles of fair competition and good trade practices. It is particularly reprehensible to restrict access to the market to competitors, enter into prohibited agreements concerning the conditions of sale or to divide the market (in terms of territory or customers) between competitors. Moreover, price-fixing and fixing resale prices is prohibited, as well as any violation of the collective interests of consumers, especially by misleading consumers.
2. It is forbidden to carry out so-called *black PR* in own sales and marketing activities, which consists in disseminating false or misleading information about competitors and their products. In particular, this includes organising trainings to propagate false or unreliable information about competitors and their products, hiring specialised outsourcers to express false and negative opinions about competitors and their products, especially in social media and online discussion forums.
3. Ratings and reviews concerning devices and their functionalities posted on forums and social networking sites should be made by the users of the device. It is particularly reprehensible to impersonate consumers/users to place negative reviews of competing devices, as well as positive reviews of one's own products or commissioning similar activities to others.
4. To guarantee that consumers get an effective access to the best deals, promotions should concern goods that are actually owned by the organiser of the promotion or when the availability of said products is guaranteed by the manufacturer.

5. It is prohibited to directly reward retailers for sales of equipment of certain manufacturers' brands without the knowledge and consent of the owner of the store or the distribution company. This also applies to loyalty programs offered to retailers.
6. Consumer information should be easy to understand, legible, unequivocal and truthful, and their nature and content should comply with the general provisions of the law.

This applies above all to the following: scope of services on offer (delivery, warranty), prices (VAT visible) and energy efficiency labelling. Consumers – irrespective of whether they buy the device in the stores or through mail orders - should always receive the information required by the rules of common law.

7. All online retailers must comply with applicable laws on a par with other sellers, this concerns especially the requirement to place on all invoices the GIOŚ (Chief Inspectorate for Environmental Protection) registration numbers, or to offer free collection of waste equipment at the point of sale.
8. It is not allowed to influence independent institutions and other entities conducting market research, in order to change the results of research or to influence the results in other illegal ways. It is also forbidden to manipulate test results so as to present one's own position in a manner that is inconsistent with the results of these studies and, by the same, that does not reflect the real situation.

This Code is an open document. It can be published, expanded or used in other industries. The authors and signatories intend to promote its content in different places, at different times and in different formats.

This project is realised under the patronage of CECED Polska to whom it has been entrusted to coordinate the process of signing the Code. Other companies, organizations or institutions can join this initiative.

The undersigned hereby declares that it shall fulfil the abovementioned provisions

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stamp and signature

Patronage over the Code of Good Practice:
(coordinating organisation)

