

AD ALERT

World Business Guide

The EASA Euro Ad Alerts are aimed at practitioners, relevant government and consumer organisations concerning cross-border advertisements demonstrating sharp and extremely misleading practices. They provide updates on companies endorsing such practices and provide advice to consumers and companies who have been misled.

11/2009

World Business Guide

Advertiser Details

WORLD BUSINESS GUIDE

International Directories Group LTD. World Business Guide

P.O. Box 2021
3500 GA Utrecht
The Netherlands

Fax: +31 205 248 107

SRO Details



Stichting Reclame Code (SRC)

PO Box 75684
1070 AR Amsterdam
The Netherlands

Telephone: +31 20 696 00 19

Fax: +31 20 696 56 59

E-mail: info@reclamecode.nl

Website: www.reclamecode.nl

Advertiser Details

WORLD BUSINESS GUIDE

International Directories Group LTD. World Business Guide

C/Azcona, 58, Local
Box 252
28028 Madrid
Spain

Telephone: +34 91 188 1696

Fax: +34 91 791 9167

E-mail: info@world-businessguide.com

Website: www.world-businessguide.com

SRO Details



Asociación para la Autorregulación de la Comunicación Comercial (AUTOCONTROL)

C/ Conde de Peñalver 52, 1º D
28006 Madrid
Spain

Telephone: +34 91 309 66 37

Fax: +34 91 402 98 24

E-mail: autocontrol@autocontrol.es

Website: www.autocontrol.es

Case details:

The World Business Guide, a business directory under the trading name International Directories Group LTD, has been sending mailings to companies inviting them to publish their details in the business guide and claiming that updating the details was free of charge. The mailing invited the recipients to fill in their details and return the form. Companies which signed and returned the form received a few weeks later invoices and realised that by signing the form they had in fact placed an order in the business directory.

Since the beginning of 2009 the European Advertising Standards Alliance (EASA) and self-regulatory organisations (SROs) across Europe have received complaints from companies who believed to have been misled by the World Business Guide, as the mailings failed to make it clear that by signing the form companies were in fact committing themselves to an order.

As the World Business Guide was using two different PO Boxes, one in the Netherlands and one in Spain, both self-regulatory organisations, the SRC and AUTOCONTROL, have investigated complaints against the business directory.

Recent developments:

On 1 October 2009 **AUTOCONTROL upheld the complaint against the World Business Guide** on the grounds that their mailing claimed that the update of the business details was 'free of charge' while in fact the recipient was placing an order. The actual costs of this order were hidden in the 'Terms and Conditions'. **The advertisement of the business guide was, therefore, considered to be misleading and in breach with article 14 of the Spanish Advertising Code. The AUTOCONTROL jury asked the company not to advertise in the same form again.** (Asunto N^o: 170/R.SEPTIEMBRE 2009)

The Dutch SRO, **SRC, transferred the received complaints to the Advertising Fraud Support Centre (Steunpunt Aquisitiefraude), which is providing legal advice and assistance to companies regarding fraudulent advertising.** With the complainant's consent, the cases of misconduct are reported to the appropriate investigative and prosecution authorities.

Advice to complainants:

Companies, who believe to have been misled by the practices of the World Business Guide, should forward their complaint with all necessary documentation to the Spanish SRO, AUTOCONTROL, and the Dutch SRO, SRC, for further investigation.

Stichting Reclame Code (SRC)

PO Box 75684
1070 AR Amsterdam
The Netherlands



Telephone: +31 20 696 00 19

Fax: +31 20 696 56 59

E-mail: info@reclamecode.nl

Website: www.reclamecode.nl

Online complaints form (only in Dutch):

<http://www.reclamecode.nl/consument/default.asp?paginaID=73>

Dirección General de Consumo de la Comunidad de Madrid

Ilma. Sra.: D^a. Carmen Martínez de Sola y Coello de Portugal
Dirección: C/ Ventura Rodríguez, 7-4^a Planta
Código Postal: 28008 Madrid

Telephone: +34 91 580 32 13

Fax: +34 91 420 57 27

Website:

http://www.madrid.org/cs/Satellite?idioma=es&c=Page&pagename=PortalConsumo%2FPage%2FPTCO_HomeTemplate&cid=1136192682783