

AD ALERT

Euro 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.

11/2010

Euro Business Guide

Advertiser Details



**International Directories Group LTD.
Euro Business Guide**

P.O. Box 2021
3500 GA Utrecht
The Netherlands

Fax: +31 205 248 107

SRO Details



Stichting Reclame Code (SRC)

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The Netherlands

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Case details:

The Euro 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 Euro 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 Euro Business Guide is using a PO Box, in the Netherlands the Dutch self-regulatory organisation, SRC, has investigated complaints against the business directory.

Recent developments:

The Dutch SRO, **SRC**, transferred the received complaints to the **Advertising Fraud Support Centre (Steunpunt Acquisitiefraude)**, 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 Euro Business Guide, should forward their complaint with all necessary documentation to **Advertising Fraud Support Centre (Steunpunt Acquisitiefraude)**, for further investigation.

Advertising Fraud Support Centre (Steunpunt Acquisitiefraude),

P.O. Box 963
7301 BE Apeldoorn
The Netherlands



Telephone: +31(0)55-5059780 (between 10.00 and 12.00 hrs)

Fax: +31(0)55-5059788

E-mail: info@fraudemeldpunt.nl

Website: <http://www.fraudemeldpunt.nl>