

**AD ALERT**

# **Deutscher Adressdienst GmbH / DAD**

---

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

**04/2012**

## Deutscher Adressdienst GmbH / DAD

---

### Advertiser

Professional Directory Online

#### Deutscher Adressdienst GmbH/DAD

P.O. Box 11 35 58  
D-20435 Hamburg  
Hamburg, Germany

**Fax:** 0049/40 75119911

**Email:** [info@deutscher-adressdienst.de](mailto:info@deutscher-adressdienst.de)

### Self-regulatory Organisation

Wettbewerbszentrale

#### Zentrale zur Bekämpfung unlauteren Wettbewerbs e.V. (WBZ)

Landgrafenstrasse 24 B  
61348 Bad Homburg v.d.H  
Germany

**Telephone:** 0049/617 212 150

**Fax:** 0049/617 28 44 22

**E-mail:** [mail@wettbewerbszentrale.de](mailto:mail@wettbewerbszentrale.de)

**Website:** [www.wettbewerbszentrale.de](http://www.wettbewerbszentrale.de)

### Case details:

---

Over the past four years, EASA received a number of cross-border complaints about Deutscher Adressdienst GmbH concerning their "Internet registry" entry. Complainants report to have received a direct mailing from Germany featuring an internet business guide. The mailing invited the company to confirm the information they already had about the company. However, by signing the form, the company automatically requested an advertisement in the business register, without being sufficiently informed of this. Complainants were consequently being chased for payment.

### Recent developments:

The German Association for Protection against Unfair Competition (Deutscher Schutzverband gegen Wirtschaftskriminalität e.V. - DSW) is the statutory authority in Germany in charge of applying the national and European legislation on unfair commercial practices.

DSW stated that cross-border complaints, as in the case of consumers or

companies complaining about DAD from outside Germany, are not within their remit because the legal reach of court decisions is restricted by the principle of territory. This means that a court decision would only be able to prohibit the use of the form in Germany, but not abroad: in such cases international private law applies.

**Advice to complainants:**

DSW suggests that complainants file a complaint to the court of justice in their country.