

Consumer Rights 101

Teacher Answer Sheet



TEST your KNOWLEDGE

For more information
on consumer rights visit
the CCPC's [website](#)

1. Define the following terms:

- a. Consumer – a consumer is person who buys good or services for personal use.
- b. Consumer rights – consumer rights are rights that are set out in legislation that protect consumers from from being mistreated when buying goods or services.

2. Who are the Competition and Consumer Protection Commission (CCPC) and what is their role?

The Competition and Consumer Protection Commission is the statutory body responsible for promoting compliance with, and enforcing, competition and consumer protection law in Ireland.

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3. List two key pieces of legislation that protect consumers in Ireland and briefly explain their purpose.

Consumer Rights Act 2022 – provides consumers with a range of protections when they buy goods and services from a business.

Consumer Protection Act 2007 – requires that you businesses are transparent in all your dealings with you and places a wide range of responsibilities on them.

4. What are the remedies available to consumers if they have an issue with a product or service?

If a consumer has an issue with a product or service the following remedies are available to them:

- Repair
- Replacement
- Refund

Discussion prompts



Why is it important to know your rights as a consumer?
When discussing consumer rights, students might consider how;

- knowing their rights empowers them to make informed decisions
- to avoid scams
- to seek fair resolutions if they receive faulty goods or services



Students can identify and explore trustworthy sources including:

- Competition and Consumer Protection Commission (CCPC) www.ccpc.ie
- Citizens Information www.citizensinformation.ie



Discussions about personal experiences can prompt real world examples of the importance of consumer protections. Here students might think about different outcomes;

- successful resolutions versus unresolved disputes
- what factors made a difference?
- what steps were taken to resolve any dispute?

Students might share how different outcomes made them feel - were they satisfied, frustrated, or empowered?

These discussions can help to highlight the importance of knowing consumer rights and taking proactive steps when faced with an issue.

Put it into Practice!

Teacher Answer Sheet



CASE STUDY

Review the following case studies and answer the questions below

Case Study 1: Faulty Product from a Store

Mary bought an electronic device from a large retailer. 5 days after purchase the product stopped working. Mary returned the product to the retailer, who refused to issue a refund and instead offered to repair the item.

Case Study 2: Online Shopping Scam

Stephen bought a gaming accessory from a private seller in an online marketplace. When it arrived, it was different from the description. It was an older model than advertised. The seller refused to give a refund and stopped responding to Stephen's messages.

CASE STUDY

Questions:

1. Which consumer has rights under Irish consumer rights legislation?

- a. Neither
- b. Both
- c. Mary
- d. Stephen

Please explain your answer.

- Mary has rights in this scenario as she bought her product from a large retailer i.e. a trader.
- Stephen does not have rights in this scenario as he bought from a private seller.

CASE STUDY

Questions:

2. If a consumer does have rights in either scenario, has there been a breach of these rights? If so, what is the breach, and which legislation does it relate to?

Mary is protected under consumer rights legislation in her scenario as she bought her product from a trader.

Mary's noticed her product was faulty after 5 days. Under the Consumer Rights Act 2022 Mary has the legal right to a refund under the 'short term right to cancel' part of the act.

Therefore as the trader has refused Mary a refund on this occasion, her rights have been breached.

CASE STUDY

Questions:

3. What actions can the consumer take to resolve their issue?

- a. List two additional remedies a consumer can seek.
- b. Identify the relevant consumer protection body that can assist.

Mary can make a complaint directly to the trader, in writing, stating explaining the issue and reason for complaint. In her complaint she should also state what type of remedy she is seeking.

- a. Repair and replace are two additional remedies that a consumer can seek.
- b. The Competition and Consumer Protection Commission can help inform a consumer of their rights.

Online Reviews

Teacher Answer Sheet



SPOT the FAKE REVIEW



Here are some tell tale signs of a fake review:

An unusually high number of positive reviews

If a product or service has an unusually high number of positive reviews compared to others, be wary. Products and services with authentic reviews are more likely to have a mix of feedback and ratings.

Look at the language

Does the language seem genuine? Take your time to fully read the wording. Does it sound unnatural or overly repetitive? Lots of exclamation marks and capital letters throughout the review can be a sign the reviewer is trying to hype it up. If a review reads more like marketing speak, you should dig deeper.

SPOT the FAKE REVIEW



Check the reviewer's previous posts

Before trusting a review, investigate the reviewer's account. Have they left previous posts? Some websites allow you to view other reviews posted by individual consumer accounts. Check for similarities in the language and ratings used by them across their reviews. A lot of duplication could indicate bogus reviews.

Reviews with 5-star ratings only

Make sure you doublecheck to see if there are other reviews of the company on other websites or platforms. Remember, be wary if it looks too good to be true.

SPOT the FAKE REVIEW



Orla Clancy, London (209)

The final wedding video turned out great. However, we felt communication before and during the event could have been better. There were a few moments where we felt unsure of what to do. Overall, a solid experience, but room for improvement in coordination and communication.



This review is genuine:

- The review rating reflects the overall experience
- Orla gives both the positives and the negatives of her experience

SPOT the FAKE REVIEW



James O'Reilly, Sligo (58)

We couldn't be happier with our wedding video! Darren and Michelle captured every special moment beautifully. The editing was seamless, the quality was stunning, and they were an absolute joy to work with. Watching our video feels like reliving the best day of our lives all over again. Highly recommend!



This review is genuine:

- The review rating reflects the overall experience
- While the language is extremely positive, James makes specific reference to his wedding day and his experience working with the videographers

SPOT the FAKE REVIEW



Sarah Matheson, Dublin (5)

BEST VIDEO EVER! The attention to detail, stunning cinematography, and emotional storytelling made it feel like a movie! Simply Memories were professional, friendly, and went above and beyond to make sure everything was perfect! The best in the business!



This review is not genuine:

- Exaggerated language
- The company name is incorrect
- No reference to specific experiences on the day
- Reads like marketing

Discussion prompts



Students can use the tips at the start of this answer sheet to discuss how to spot a fake review. Reading about misleading advertising will also be helpful here.



Students might consider how fake reviews create a false sense of trust, making products or services appear more reliable or high-quality than they actually are. They could consider how misleading reviews may lead to poor purchasing decisions, financial loss, or dissatisfaction with a product.

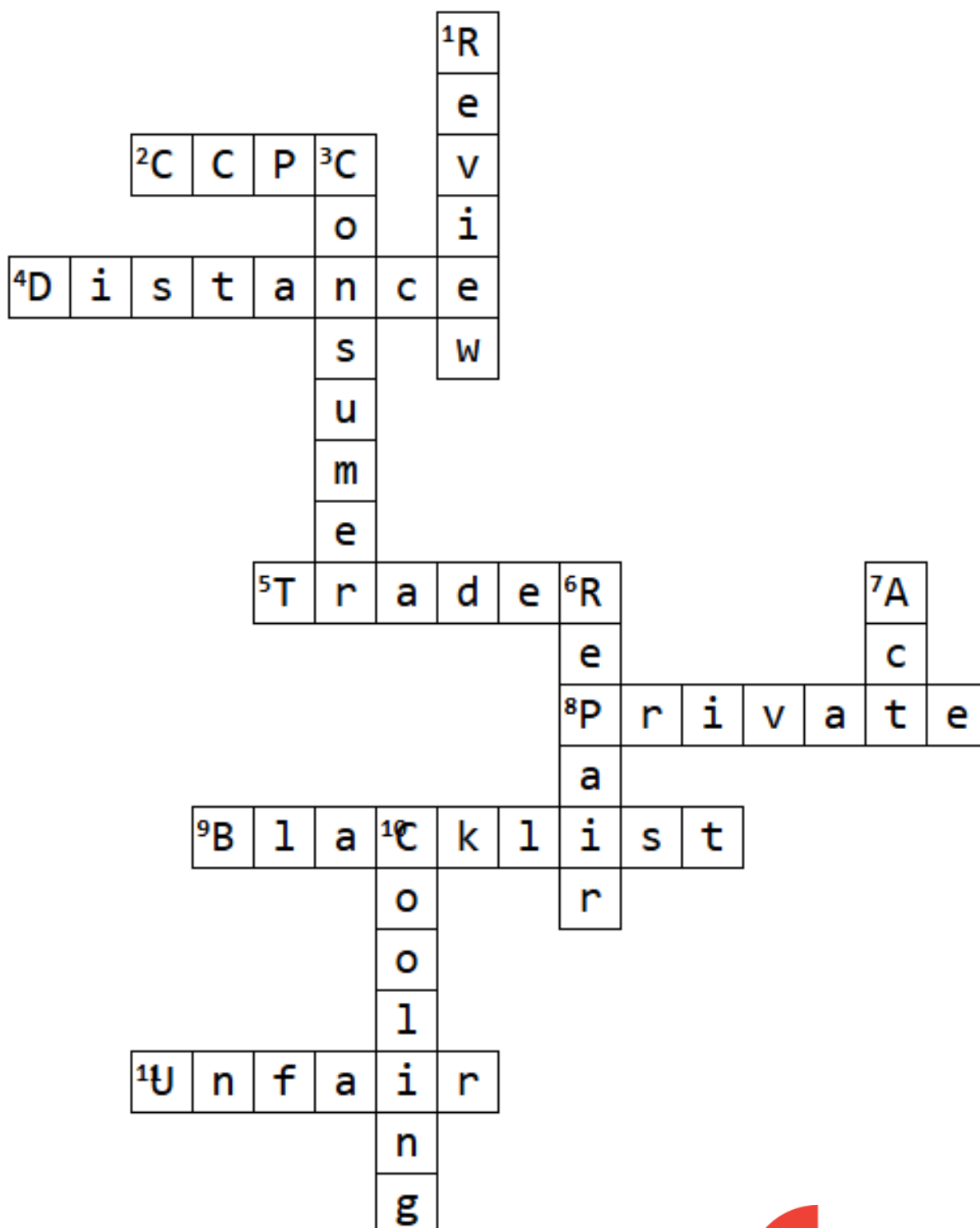
Students might also discuss how ads by 'influencers' play a role in making a product seem more trustworthy/high-quality.



Discussing their own experiences or well-known cases of deceptive advertising or fake reviews, reinforces the importance of critical thinking and research for students when it comes to making buying decisions.

Students might recall times when products did not match online descriptions or an influencer promoting a product dishonestly. They could consider how these experiences made them feel and what steps they did take (or could have taken) to verify information before purchasing.

CONSUMER CROSSWORD



CONSUMER CROSSWORD

Across

- 2. A regulatory body responsible for protecting consumer rights in Ireland.
- 4. A type of contract you enter when you buy a product or service online.
- 5. A person who sells goods or services as a business, trade or profession.
- 8. A type of seller who does not fall under Consumer Rights legislation.
- 9. A list of terms that are always and automatically unfair to consumers.
- 11. A term in a contract puts the consumer at a disadvantage.

Down

- 1. A type of assessment that is banned under the Consumer Rights Act 2022 when falsified.
- 3. A person who buys goods or services for personal use.
- 6. A type of redress available to consumers under consumer rights legislation.
- 7. Fill in the blank "Consumer Rights __ 2022" is the most recent consumer rights legislation in Ireland.
- 10. Fill in the blank "when buying a product or service online you have a 14 day __ off period."