

## If something is advertised at the wrong price

Sometimes you think you have spotted a real bargain when something is a lot cheaper on the price tag than it is advertised as.

Unfortunately it's a common misconception that the trader or shop will have to sell it you at the reduced cost. They do not have to sell it to you at the lower price.

If you've already bought it the trader can't ask you to give the item back.

If you have paid more than was agreed you can ask to be refunded but it is important that you keep the evidence of the mistake.

Check the company's terms and conditions when you buy online. You'll have legal rights either:

- Once you've paid for the item
- Once they've sent the item to you

Contact the consumer service or your local Citizens Advice to help you look through the terms and conditions.

If you think a trader is deliberately mispricing items and misleading consumers you can report them to your local Trading Standards, via the Citizens Advice consumer service or here <https://www.gov.uk/find-local-trading-standards-office>

Read the Citizens Advice consumer page 'If something is advertised at the wrong price' for more information about this issue when buying online and in a shop. [www.citizensadvice.org.uk/consumer/somethings-gone-wrong-with-a-purchase/if-something-is-advertised-at-the-wrong-price/](http://www.citizensadvice.org.uk/consumer/somethings-gone-wrong-with-a-purchase/if-something-is-advertised-at-the-wrong-price/)

Get advice from the Citizens Advice consumer helpline: 03454 04 05 06 Welsh-speaking adviser: 03454 04 05 05