

Scanner Price Accuracy Voluntary Code

Consumer Frequently Asked Questions

- Q. I am an employee of the store and purchased a product that was scanned incorrectly. Am I entitled to a refund?**
- A. Each individual retailer should have a policy of how they handle issues with employees and the scanning code of practice. The code should be implemented according to this policy
- Q. I have asked for the code to be respected in my store and they are voluntary members but I am not satisfied with the response the store is giving me.**
- A. Signatory members do everything they can to comply with the code and provide customer satisfaction. In some circumstances the code can be misinterpreted. There is a process to have your complaint reviewed by the code signatories. Every quarter the signatories conduct a meeting to review the success of the code and review any consumer questions/complaints that did not get resolved to the consumers' satisfaction. Usually there are 1 or 2 questions per year that go to this committee. The committee will provide the consumer with the answer on behalf of all the signatories.
- Q. Why did the associations select \$10 as the maximum customers are entitled to?**
- A. This was seen as a fair compensation for consumers and an incentive for consumers to assist retailers in identifying and fixing errors. This amount clearly demonstrates that retailers are committed to improving scanner accuracy at the point of sale.
- Q. Shouldn't the retailer be responsible for identifying errors, rather than putting the onus on consumers?**
- A. Errors are not intentional; over 70% of errors are in the consumers favour. With the help of advances, such as scanner technology, errors are increasingly infrequent. Human error can still occur and may be first detected by the consumer. The code gives consumers a clear entitlement to be fairly compensated for overcharges and allows them to bring errors to the attention of retailers so they can be fixed.
- Q. What should consumers do if their item is inaccurately scanned at a retail outlet that hasn't signed on to the Code?**

A. Consumers are encouraged to first contact their store manager and as a last option contact the Competition Bureau if they feel it's necessary. The Bureau will still oversee any complaints.

Q. Why is the Scanner Price Accuracy Code voluntary? Why isn't the Competition Bureau making this law?

A. Industry, government and consumers are all interested in continually improving pricing accuracy. This is why we have come together to develop the Code. Also, we believe that there is greater compliance when codes are voluntary.

Q. What happens if the shelf tag has an expiry date on it? Does the code still apply?

A. If the store is advertising a product at a certain price, even if there is an expiry date on the shelf tag, the scanning code of practice would apply.

Q. Are fruits, vegetables and bulk items included in the Scanning Code of Practice?

A. Yes. Price Look Up (PLU) items qualify for the scanning code of practice as long as the cashier has entered the correct PLU code.

Q. What qualifies as the "correct price"?

A. The "correct price" is the lowest advertised price.

Q. Does the Scanning Code of Practice still apply if the item scans lower than the advertised price?

A. No. The Scanning Code of Practice applies only when the items scan higher than the lowest advertised price.

Q: How much time does a customer have to bring back an item and still have the Code in effect?

A: The customer is entitled to receive the Code if the item is brought back within 7 days of the purchase date and there is still evidence of a scanning error.