



**Reference Number:** 101004671486

**Response provided under:** Freedom of Information Act 2000

**Request & Response:**

**Request in bold:**

Response in plain text:

Fair Trading:

1. **Records of all complaints made in 2018 and 2019 to date by consumers or businesses to Trading Standards relating to misleading claims or false representation with regards product description;**

First step complaints made by consumers or businesses are not made directly to Trading Standards anymore; they are directed through the Citizens Advice Consumer Service. Concerns by consumers and/or businesses are made to the Citizens Advice Consumer Service and information concerning the number of complaints registered should be requested of that organisation instead.

2. **Records of all complaints made in 2018 and 2019 to date by consumers or businesses to Trading Standards:**
  - a. **which are based on misleading claims that a product is "organic", "biodegradable", "bio", "compostable", "eco-friendly", "eco", "natural", "recycled", "vegan", "zero waste", "cruelty-free", "green", "sustainable", "decomposable", "ethical"; or**
  - b. **that the product is falsely represented as being certified by FSC, PEFC, MSC, Rainforest Alliance™, UTZ, Fairtrade®, Eco-label, Leaping Bunny™, PETA, BCI Cotton, certified organic cotton, recycled cotton/polyester/wool/cashmere/down, responsible wool standard, responsible down standard, terracare®, IVN Naturleder, bluesign®, Oexo-Tex® 100, Made in Green, Cradle to Cradle™, 1% for the Planet®, Tencel™, ecovero™, repreve™, ECONYL®;**

As above initial complaints made by consumers or businesses are not made to Trading Standards anymore but the Citizens Advice

Consumer Service, a better picture will be obtained by contacting them. Where a consumer or business complaint alleges criminal mis-description or other potential criminal offence the local Trading Standards team may receive a referral from the Citizens Advice Consumer Service and may, as a result, undertake a criminal investigation, these are detailed in questions 3 and 4 below.

**3. Separately, which of these complaints are then pursued by Trading Standards;**

From the records held by this service (i.e. those complaints that have been referred to us by the CACS) 4 are relating to the term vegan, 1 relating to the term zero waste and 1 relating to the term organic.

**4. Finally, which of these complaints end up with enforcement decisions taken by Trading Standards.**

No complaints were subject to formal enforcement action. All businesses were advised and appropriate remedial action taken.

Trading Standards:

**1. Records of all complaints made in 2018 and 2019 to date by consumers or businesses to Trading Standards relating to misleading claims or false representation with regards product description;**

Complaints made by consumers or businesses are not made to Trading Standards anymore. Concerns by consumers and/or businesses are made to the Citizens Advice Consumer Service and information concerning the number of complaints registered should be requested of that organisation instead.

**2. Records of all complaints made in 2018 and 2019 to date by consumers or businesses to Trading Standards:**

a. which are based on misleading claims that a product is "organic", "biodegradable", "bio", "compostable", "eco-friendly", "eco", "natural", "recycled", "vegan", "zero waste", "cruelty-free", "green", "sustainable", "decomposable", "ethical"; or

b. that the product is falsely represented as being certified by FSC, PEFC, MSC, Rainforest Alliance™, UTZ, Fairtrade®, Eco-label, Leaping Bunny™, PETA, BCI Cotton, certified organic cotton, recycled cotton/polyester/wool/cashmere/down, responsible wool standard, responsible down standard, terracare®, IVN Naturleder, bluesign®, Oexo-Tex® 100, Made in Green,

**Cradle to Cradle™, 1% for the Planet®, Tencel™, ecovero™, repreve™, ECONYL®;**

Complaints made by consumers or businesses are not made to Trading Standards anymore. Concerns by consumers and/or businesses are made to the Citizens Advice Consumer Service and information concerning the number of complaints registered should be requested of that organisation instead. Where a consumer or business complaint alleges criminal mis-description or other potential criminal offence the local Trading Standards team may receive a referral from the Citizens Advice Consumer Service and may, as a result, undertake a criminal investigation.

**3. Separately, which of these complaints are then pursued by Trading Standards;**

4 relating to the term vegan, 1 relating to the term zero waste, 1 relating to the term organic

**4. Finally, which of these complaints end up with enforcement decisions taken by Trading Standards.**

None

**Information provided by:** Neighbourhoods & Public Protection

**Date of response:** 20.11.19