

Written Warranties Must Be Available for Online Purchases FTC Press Release

FTC staff is asking top Internet retailers to review their websites to ensure that they provide complete and accurate information about product warranties before consumers make their online purchases, as required by the FTC's Pre-Sale Availability Rule.

The Rule requires retailers to make warranties available at the time of purchase for all warranted consumer products that cost more than \$15. However, a recent staff survey found several instances of Internet sellers offering warranted consumer electronics and appliances for sale without disclosing complete warranty information.

"..., it's especially important that consumers get the information they need to make informed buying decisions," said Jessica Rich, Director of the FTC's Bureau of Consumer Protection. "Internet sellers can help by making sure their websites are providing complete and accurate warranty information."

The letters also inform the Internet sellers that they can comply with these obligations easily online by, for example, using a clearly-labeled hyperlink, in close proximity to the description of the warranted product, such as 'get warranty information here' to lead to the full text of the warranty.

The letters note that FTC staff plan to revisit the websites after 90 days to ensure compliance with the regulations.