

➤ Are you ready for Black Friday 2024? Follow these key recommendations to prepare

The Santiago Chamber of Commerce (“SCC”) announced a new version of Black Friday, which will take place between November 29 and December 2 and, according to its data, 2,100 physical stores and 562 online stores will participate.

On the last Cyber Monday (held between September 30 and October 2, 2024), the National Consumer Service (“SERNAC”) registered nearly 5,400 complaints. Of this universe, 33.5% corresponded to delays in the delivery of products; followed by the unilateral cancellation of purchases (11.2%); and, thirdly, the negligent sale of products or services (10.4%).

Based on the above, SERNAC announced that it will carry out various inspections and monitoring of participating companies, both on the websites and in person, in order to demand compliance with the standards of consumer protection regulations, mainly in the framework of the latest reforms of the “Pro-Consumer” Law and the Electronic Commerce Regulations.

Below are the main aspects and obligations to take into consideration for the event:

- 1 Transparency in offers and promotions:** Inform terms, conditions, terms of validity and relevant characteristics of the products or services, such as final price in Chilean pesos (including taxes and costs), available stock, modality, term and dispatch costs. Discounts must be real, based on usual prices, and avoid misleading references or previously inflated prices.
- 2 Product characteristics and durability:** Provide key information such as origin, brand, model, specifications (dimensions, size, weight, etc.), warranty conditions, useful life in normal use, and availability of spare parts and technical service for durable goods.
- 3 Consumer rights:** Respect the right of withdrawal, allowing the return within 10 days after the receipt of the product, except for exclusions informed in a prominent way. Guarantee the choice between exchange, repair or refund for defective products within the first 6 months.
- 4 Identification and attention of the seller:** Provide clear information about the seller (name, company name, RUT, contact and legal representative) and enable accessible after-sales channels for consultations, claims, returns and after-sales, ensuring agile and effective attention.
- 5 Advertising and commitment:** Respect all information or advertising, ensuring that it is truthful, verifiable and not misleading, to avoid misleading consumers.

For more information check our legal alerts on [E-Commerce Regulations](#) and the [Pro-Consumer Law](#) (and, in particular, on the [right of withdrawal and the right to a legal guarantee](#)).

AUTORES: *Mónica Pérez, Kureusa Hara, Eduardo Reveco.*

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Carey y Cía. Ltda.
Isidora Goyenechea 2800, Piso 43
Las Condes, Santiago, Chile.
www.carey.cl