

Consumer Rights

Consumer Awareness Campaign

SOCIAL MEDIA TOOLKIT: April 2025



Campaign Overview

A campaign between Trading Standards Scotland and other partners to increase awareness of consumer rights and ensure consumers know where to find trusted information and report issues

Campaign Objectives

- Increase awareness of consumer rights in relation to purchases and contracts with cold callers, online sellers or salespeople
- Increase awareness of where to find legitimate and trusted information on issues such as consumer rights, dispute resolution, trusted traders, finances and reporting issues
- Encourage consumers to report consumer issues and scams to the appropriate organisation and increase awareness of these organisations
- Encourage people to talk to neighbours, family and friends about scams and consumer issues
- Increase awareness of the Approved Trader scheme, the ADS ScamShare tool, Neighbourhood Watch Scotland Alerts and the ScamShare bulletin

Links and Resources

A selection of social media images and printable leaflets can be downloaded via the TSS website at www.tsscot.couk/resources

A wide range of social media messaging has been provided and partners should feel free to use messages and images throughout the campaign as suits their organisation. Please use #ConfidentConsumer on all posts.

Recognising Misleading, Aggressive & Banned Practices

If you believe a trader has provided misleading information about a product or service to get you to make a purchase or sign a contract, you may have the right to cancel the contract or obtain a discount on the price agreed.

Find out more: <https://consumeradvice.scot/knowledge-centre>

#ConfidentConsumer

If a trader has used high pressure selling tactics to get you to buy a product or service on the spot, you may have the right to cancel the contract and obtain a full refund within 90 days

Find out more: <https://consumeradvice.scot/knowledge-centre>

#ConfidentConsumer

Has a trader phoned their manager to see if they can get you a reduction on the price being quoted?

Don't agree to make a decision on the spot - get quotes from as many traders as possible, found via approved trader sites or trade organisations

#ConfidentConsumer

If you feel a trader has used aggressive sales practices, such as saying your health may be at risk if you don't buy a product, you may have the right to cancel the contract within 90 days or to secure a discount

Find out more: <https://consumeradvice.scot/knowledge-centre>

#ConfidentConsumer

Has a salesperson overstayed their welcome in your home and refused to leave when asked? Or asked you to sign a waiver to allow them to stay in your home longer than anticipated

This could be an aggressive sales practice and you could have the right to cancel the contract or obtain a refund

Find out more: <https://www.citizensadvice.org.uk/scotland/consumer/changed-your-mind/if-you-were-misled-or-pressured-into-buying-something-you-didnt-want/>

#ConfidentConsumer

Has a trader tried to guilt you into paying for goods/services by saying their job will be at risk if they don't make a sale?

This is an example of aggressive selling and you could have the right to cancel the contract or obtain a refund

Find out more: <https://www.citizensadvice.org.uk/scotland/consumer/changed-your-mind/if-you-were-misled-or-pressured-into-buying-something-you-didnt-want/>

#ConfidentConsumer

Has a trader told you they can offer a special price on a product, when it was never on sale at full price?

This could be an example of misleading selling and you could have the right to obtain a refund

Find out more: <https://www.citizensadvice.org.uk/scotland/consumer/changed-your-mind/if-you-were-misled-or-pressured-into-buying-something-you-didnt-want/>

#ConfidentConsumer

If you think a trader has given you the wrong information about which product is best for you, or wrongly said you need to buy extra products to make the most of it, you could have the right to obtain a refund

Find out more: <https://www.citizensadvice.org.uk/scotland/consumer/changed-your-mind/if-you-were-misled-or-pressured-into-buying-something-you-didnt-want/>

#ConfidentConsumer

If you think a trader has given you misleading information about a product, such as exaggerating what it can do or not revealing important details, you could have the right to cancel the contract or obtain a refund

Find out more: <https://www.citizensadvice.org.uk/scotland/consumer/changed-your-mind/if-you-were-misled-or-pressured-into-buying-something-you-didnt-want/>

#ConfidentConsumer

Cold callers are providing misleading information about energy efficiency products such as insulation

Always seek an impartial opinion before making a decision - if you think you have been misled by a trader you may have the right to cancel the contract or get a refund

Find trusted renewables installers at <https://installerfinder.energysavingtrust.org.uk/>

#ConfidentConsumer

Has a trader contacted you repeatedly and tried to pressure you into buying something?

This could be an example of aggressive selling and you may have the right to cancel the contract or obtain a refund

Find out more: <https://www.citizensadvice.org.uk/scotland/consumer/changed-your-mind/if-you-were-misled-or-pressured-into-buying-something-you-didnt-want/>

#ConfidentConsumer

Has a trader you hired to carry out one job told you they have found other work that needs to be carried out urgently?

If they are wrong, you could be entitled to a discount or refund. Always seek a second opinion from an impartial source

Find out more: <https://consumeradvice.scot/knowledge-centre>

#ConfidentConsumer

Do you think you have experienced aggressive or misleading sales tactics?

Find more information about what to do if you are entitled to receive a refund or discount at: <https://www.citizensadvice.org.uk/scotland/consumer/changed-your-mind/if-you-were-misled-or-pressured-into-buying-something-you-didnt-want/>

#ConfidentConsumer

Know Your Rights

If you hire a trader to carry out work on your property, you have the right to expect it to be completed with reasonable care and skill

If this is not the case, you are legally entitled to ask them to fix the problem or to ask for a refund

Find out more: <https://consumeradvice.scot/knowledge-centre/>

#ConfidentConsumer

Has a trader carried out work on your property that is not as initially described or of satisfactory quality?

You may be able to claim a repair, replacement or a full or partial refund

Find out more about your consumer rights at <https://consumeradvice.scot/knowledge-centre/>

#ConfidentConsumer

Are you unhappy with the time a trader is taking to complete work on your property?

After giving them a second chance, you can set them a reasonable deadline in writing, sent via tracked mail

Find out more: <https://consumeradvice.scot/knowledge-centre/>

#ConfidentConsumer

If you purchase a product from a cold caller or trader, it should be of satisfactory quality, with no faults or damages. It should be fit for the purpose described and the same quality as any sample you were shown

If not, you may have the right to a full refund, replacement or repair

Find out more: <https://consumeradvice.scot/knowledge-centre/>

#ConfidentConsumer

If you have placed an order with a trader over the phone or in your home, you have the right to cancel the service with no penalty during a 14-day 'cooling off' period (unless you signed a form for this service to begin within 14 days).

Not all contracts can be cancelled, for example if they are for a service costing £42 or less or if the service will be starting within 14 days.

Find out more: <https://www.citizensadvice.org.uk/scotland/consumer/changed-your-mind/cancelling-a-service-youve-arranged/>

#ConfidentConsumer

Has a trader failed to provide paperwork (either in hard copy or via email) that details your cancellation rights?

You can still send a cancellation request to the trader using signed-for mail

Find out more: <https://consumeradvice.scot/knowledge-centre/>

#ConfidentConsumer

If you have made an agreement at your home or over the phone for a trader to carry out work on your property, the trader must provide paperwork detailing the work to be done, the agreed price or estimate and your cancellation rights

If they don't do this, it may be an unfair business practice

Find out more: <https://consumeradvice.scot/knowledge-centre/>

#ConfidentConsumer

If a trader provides a fixed price before starting work (not an estimate), they should not charge you any more unless you agree to pay for extra work

You have a legal right to get the work done for the price in the quote

Find out more: <https://www.citizensadvice.org.uk/scotland/consumer/getting-home-improvements-done/problem-with-home-improvements/>

#ConfidentConsumer

If you have been given an estimate by a trader and they charge a lot more than you were expecting, you can dispute it

The price charged should be reasonable - you may want to ask another trader to provide an estimate for the same work or seek an expert opinion

Find out more: <https://www.citizensadvice.org.uk/scotland/consumer/getting-home-improvements-done/problem-with-home-improvements/>

#ConfidentConsumer

If you've arranged for a trader to do work on your property and have changed your mind, your right to cancel depends on:

- whether you agreed the work on their premises or in your home
- whether they've started work
- whether you've ordered bespoke or standard products

Find out more: <https://www.citizensadvice.org.uk/scotland/consumer/getting-home-improvements-done/cancelling-building-or-decorating-work/>

#ConfidentConsumer

If a trader has installed a product in your home and you think it is poorly done or dangerous, you are entitled to ask them to return and repair the issue

If they don't do this you may be entitled to seek a refund or price reduction

Find out more: <https://consumeradvice.scot/knowledge-centre/>

#ConfidentConsumer

It can be difficult to be sure about your consumer rights

Find clear information and advice from:

- Citizens Advice Scotland: <https://www.citizensadvice.org.uk/scotland/consumer/>
- Advice Direct Scotland: <https://consumeradvice.scot/knowledge-centre/>

#ConfidentConsumer

Finding Trusted Traders and Impartial Advice, and Reporting Issues

If you're thinking of having work done to your property, make sure you find the right trader.

Find local traders in Scotland who have been approved by local council trading standards or who are members of professional bodies and trade organisations: <https://www.tsscot.co.uk/consumer-advice/approved-trader-schemes/>

#ConfidentConsumer

Before hiring a trader to work on your property, make sure you know whether any planning permissions or approvals will be required

Find out more: <https://consumeradvice.scot/knowledge-centre>

#ConfidentConsumer

If a trader claims to be a member of a trade association or professional body, you can verify this by contacting the association or checking their official website.

#ConfidentConsumer

Need a trader? Get as many quotes as you can from local traders who have been approved by local council trading standards or who are members of professional bodies and trade organisations: <https://www.tsscot.co.uk/consumer-advice/approved-trader-schemes/>

#ConfidentConsumer

Have an issue with a trader? Citizens Advice Scotland have a range of template letters that you can use to complain about or cancel a service

<https://www.citizensadvice.org.uk/scotland/consumer/template-letters/letters/>

#ConfidentConsumer

Has something gone wrong with a trader and you're not sure about your consumer rights?

Call Advice Direct Scotland on 0808 164 6000 or visit <https://consumeradvice.scot/knowledge-centre/> to find out what to do

#ConfidentConsumer

If you have an issue with a trader and want to report it, you'll need to gather relevant paperwork and receipts. Take photos of the problem and make notes of what has happened, with dates and times

Find out more: <https://www.citizensadvice.org.uk/scotland/consumer/getting-home-improvements-done/problem-with-home-improvements/>

#ConfidentConsumer

Planning on doing home improvements or building work?

Read through the Scottish Government's Building Standards Customer Journey to find out where to start: <https://www.gov.scot/publications/building-standards-customer-journey/>

#ConfidentConsumer

TrustMark is the Government Endorsed Quality Scheme - businesses registered with them have been vetted to meet required standards, and have made a commitment to good customer service

Find out more: <https://www.trustmark.org.uk/find-a-tradesman>

#ConfidentConsumer

Businesses that are part of the CTSI's Approved Code scheme have been vetted and have a commitment to consumer protection and raising standards.

Find out more: <https://www.tradingstandards.uk/consumer-help/find-an-approved-code-business/>

#ConfidentConsumer

Looking for a trusted trader? You can find members of trade associations such as the Federation of Master Builders via the Trade Association Forum at <https://www.taforum.org/membership/member-directory/>

#ConfidentConsumer

If you've experienced misleading or aggressive sales practices, you can report the trader to Trading Standards by calling 0808 164 6000 or visiting <https://scamwatch.scot>

#ConfidentConsumer

You should never feel embarrassed about losing money to a trader who has misled you or failed to carry out the work agreed. They're the one at fault, not you

Report them to Trading Standards by calling 0808 164 6000 or visiting <https://scamwatch.scot>

#ConfidentConsumer

If a trader has started work on your property without your permission and demands payment, or if they are behaving in a threatening manner towards you, call Police Scotland on 101 or 999 in an emergency

#ConfidentConsumer

Sign up for Neighbourhood Watch Scotland free alerts to receive timely local alerts about community safety and crime prevention from Police Scotland and other partners.

<https://www.neighbourhoodwatchscotland.co.uk/sign-up-for-alerts/>

Trading Standards Scotland's weekly #ScamShare bulletin includes information and advice about the latest email, doorstep, phone and cyber scams affecting Scottish consumers

Sign up to receive the bulletin at <https://www.tsscot.co.uk/bulletin/>