

Consumer Rights & Responsibilities





“The best consumer is the educated consumer.”

The Consumer Bill of Rights

In 1962, President John Kennedy spoke to Congress. This call to action resulted in the Consumer Bill of Rights.

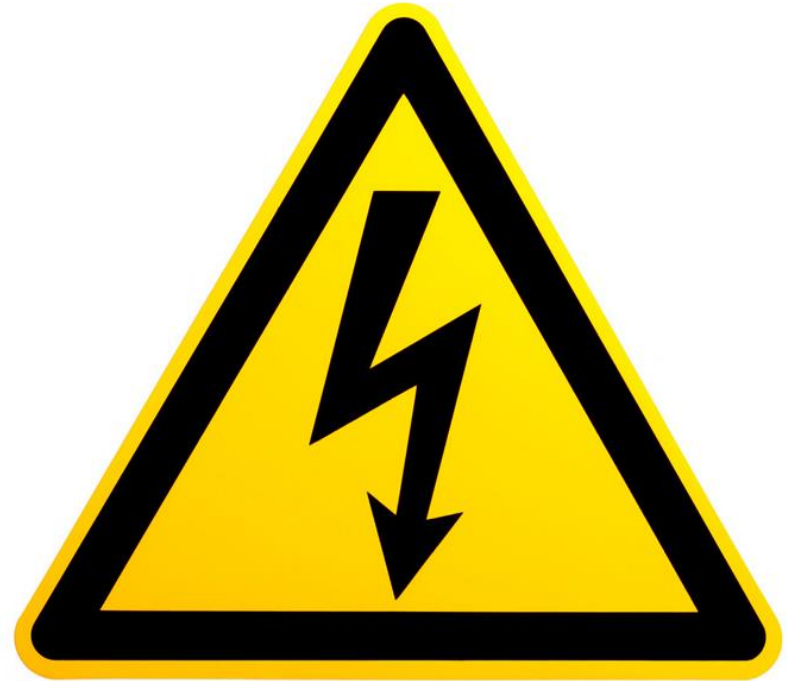


I have sent to the Congress today a Special Message on Protecting the Consumer Interest. All of us are consumers. All of us deserve the right to be protected against fraudulent or misleading advertisements and labels -- the right to be protected against unsafe or worthless drugs and other products -- the right to choose from a variety of products at competitive prices. But modern living is so complex that present laws on the statute books are inadequate to secure these rights.

John Kennedy, 1962

The Right to Safety

- **Protection against dangerous goods and services.**



Safety Responsibilities

- Use products and services appropriately and for their intended purpose
- Read and follow directions





Let's talk about it...

All state have seatbelt laws and most have helmet laws. Why does the government have an interest in requiring individuals to use these safety devices?

The Right to Choose

- A selection of options when purchasing good and services



Choice Responsibilities

- Use purchase power to promote fair business practices
- Support laws that encourage fair competition in the marketplace





Let's talk about it...

How does advertising increase the consumer right to choose?

How does advertising decrease the consumer right to choose?

The Right to Be Informed

- **Reliable sources of information about product or service performance, quality and price**



Informed Responsibilities

- Seek information before purchase
- Use information to make decisions about where and what to purchase





Let's talk about it...

**There are many sources of consumer information.
When a consumer goes online, what criteria
should be used to identify reliable, honest
product information and ratings?**

The Right to Be Heard

- Voice complaints about products, services and business practices
- Expect to have your concerns addressed by business and government



Being Heard Responsibilities

- **Speak up when you have a problem or concern**
- **Support rules and regulations that are consumer friendly**



i want to
complain



Let's talk about it...

React—The right to be heard will disappear if consumers do not use their voices.

The United Nations Bill of Consumer Rights

In 1985 the United Nations Assembly adopted eight basic consumer rights. The original four consumer rights signed into law by JFK plus four additional rights intended to strengthen consumer protection worldwide.



The Right to Redress

- Fair settlement of legitimate disputes



Redress Responsibilities

- **Ask for reasonable and fair settlement**





Let's talk about it...

Consumer complaints are sometimes linked with frustration and anger. Why is it important that consumers not use anger when trying to settle a dispute or complaint?

The Right to a Healthy Environment

- Live and work in an environment that does not threaten well-being
- Business should not pollute the air, earth or water



Environment Responsibilities

- **Become aware of environmental concerns**
- **Speak out for the environment**
- **Reduce individual waste and pollution**





Let's talk about it...

React—This amendment should be added to the Bill of Rights: “Americans have the right to live and work in an environment that does not threaten the well-being of present and future generations.”

The Right to Service

- **Be treated with respect**
- **Business respond appropriately to consumer needs**



Service Responsibilities

- **Become aware of environmental concerns**
- **Speak out for the environment**
- **Reduce individual waste and pollution**





Let's talk about it...

Consumers have the right to expect courteous service while in a store or other business establishment. How is a teenager's customer service experience different from an adult's.

The Right to Consumer Education

- Seek information and skills needed to make informed decisions
- Monitor new rules and regulations for the marketplace



Consumer Education Responsibilities

- Become aware of environmental concerns
- Speak out for the environment
- Reduce individual waste and pollution





Let's talk about it...

React—As the marketplace becomes more complex, consumer education is essential to navigate and understand consumer rights and responsibilities.