

BOGUS ADVERTISING

Staffordshire Trading Standards Officers have recently been made aware of a bogus advertising company targeting sub-contractors in the construction and property industries.

Building Site Managers and Surveyors are being approached by the advertising company and being asked to supply the contact information of sub-contractors working on behalf of the main building contractors or property developers. The advertising company is claiming this information is required by local authorities, or a client, for a future publication. This information has then been used to sell unsolicited 'support' advertising to sub-contractors highlighting the work of the main contractor.

Many of the advertisements sold are for publications with no readership or distribution and are produced solely for the purpose of the advertisers.

If you are approached to take out any 'support' advertising you are advised to verify with the main contractor that they have authorised this advertisement to go ahead. Do not sign any contracts or terms of conditions and do not take any statements made by the advertising company for granted until you have verified authorisation with the main contractor.

If you have any concerns regarding the above please contact Consumer Direct on 0845 4040506

All our alerts are available in a range of formats and languages, including large print. Please contact Cath Wohlers if this would be helpful to you, or to someone you know.

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