CHECKLIST · RULES & COSTS

Sale end dates and countdown timers: the ACCC's Black Friday warning after two retailers pay $59,400

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- [ ] **Find every sale deadline you advertise.** Check your website, sale banners, emails, social posts and ads for end dates, "ends tonight" wording and countdown timers.
- [ ] **Check how each countdown timer is set up.** Turn off timers that roll over to a new end date automatically when they reach zero.
- [ ] **Set the real end date before the sale starts.** If you already plan to run the discount longer, advertise the longer date from day one.
- [ ] **End the discount when the timer or date runs out.** Don't follow a finished sale straight away with a "new" sale at the same or a bigger discount.
- [ ] **Brief whoever runs your promotions.** Tell staff or your agency that the ACCC is checking sale end dates and countdown timers during this year's Black Friday sales.
- [ ] **Keep dated screenshots of each sale.** Record the advertised end date and when prices actually went back up, so you can show the deadline was genuine.

NOTES

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.