CHECKLIST · RULES & COSTS

Strikethrough prices: digiDirect's $99,000 penalty and the 'was' price test for online stores

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- [ ] **List every product showing a crossed-out price.** Check your online store, shopping feeds and ads.
- [ ] **Pull the sales history for each one.** Confirm the product was genuinely offered at the "was" price for a reasonable period just before the discount started.
- [ ] **Remove comparison prices you can't back up.** That includes supplier recommended prices you have never charged.
- [ ] **End sales that never end.** Take down "sale" badges and discounts that have been running continuously.
- [ ] **Keep a price record.** Save dated price histories or screenshots so you can prove any "was" price if the ACCC asks.
- [ ] **Brief whoever writes your ads.** Tell your agency or staff that comparison prices in Google Ads and other ads need the same evidence as the website.
- [ ] **Check Black Friday and Boxing Day plans now.** The ACCC swept those sales in 2024 and 2025 and found the digiDirect claims that way.

NOTES

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