



## CONSUMER PROTECTION

The **Consumer Protection Act (CPA)** can be singled out as one of the most comprehensive pieces of legislation affecting businesses in South Africa.

The purpose of the Act is to protect the interests of all consumers, ensure accessible, transparent and efficient restitution for consumers who are subjected to abuse or exploitation in the marketplace and also to give effect to internationally recognised consumer rights.

The CPA has replaced five other pieces of legislation and combined all the provisions into one Act. In addition, more than a hundred other Acts are affected by the Consumer Protection Act.

The overlapping of the CPA with other legislation such as the **Electronic Communications Act** and **National Credit Act** is exposing the average business owner in South Africa to


different kinds of risk associated with these legislation.

Consumer legislation poses huge consequences for all suppliers in the supply chain, with serious financial implications such as fines of up to **10% of turnover** and even closure of a business if not dealt with timeously and in the correct manner.

SERR SYNERGY assist businesses to comply with provisions of the:

- **Consumer Protection Act**
- **Electronic Communications Act**
- **National Credit Act.**

Our services include but is not limited to supporting businesses in the alignment of documents and processes with relevant legislation e.g. Money-back guarantees, cooling off periods, direct marketing, marketing material and advertising campaigns and competitions etc.



*A service to many leads to greatness*

### **OUR UNIQUE GUARANTEE**

In the event of any legal dispute in any legal forum such as tribunals, civil courts or criminal courts, SERR SYNERGY shall be responsible for all legal expenses up to **R150 000 (one hundred and fifty thousand rand)** per annum, incurred by a business in defending any document or policy amended or implemented on our advice as part of our service.

### **CORPORATE GOVERNANCE AND BUSINESS ADMINISTRATION**

The introduction of the new **Companies Act** for public companies basically means that there are more stringent requirements regarding accountability and transparency and that businesses are impacted in different ways. The Act requires enhanced standards of corporate governance, setting minimum

accounting standards for company annual reports, with firmer provisions governing directors' conduct and liability.

SERR SYNERGY assists businesses to comply with the new Companies Act and amended **Close Corporations Act** by bringing all relevant company documents in line with the new Companies Act.

**Please refer to our Information Compliance Booklet for more information.**