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Checklist

Product Page Checklist

Questions to ask about countdowns, stock messages, reviews and crossed-out prices.

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VeraCrest Product Page Checklist

Answer each question for your own site. A "no" or "not sure" may be a possible risk worth looking at. This checklist is risk screening, not legal advice.

Urgency And Stock

- Is every countdown timer tied to a real end date, and does it stay ended?
- Do "only a few left" messages come from real stock you can supply?
- Could you show the data behind any "sold recently" message?

Reviews

- Do you publish a policy that prohibits fake reviews and explains how incentivised reviews are handled?
- Have you carried out, and repeated, a risk assessment for fake reviews?
- Do you have a process to detect, investigate and remove suspected fake reviews?
- Is it clear when a reviewer was given a reward or incentive?
- Are star ratings and review counts based only on genuine reviews?

Was Prices And RRP

- Was each "was" price charged recently, and for longer than the sale price?
- Can you show sales at the "was" price?
- Can you show the product is generally sold at any RRP you quote?

Official Sources (all checked 16 October 2026)

- [CMA, Unfair commercial practices \(CMA207\), GOV.UK, updated 18 November 2025](#)
- [CMA, Short guide for businesses: publishing consumer reviews and complying with consumer protection law, GOV.UK, published 4 April 2025](#)
- [ASA/CAP, At the right price: making price comparisons with previous prices, 11 September 2020](#)
- [ASA/CAP, Prices: Recommended retail prices \(RRPs\), page dated 21 September 2026](#)

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