

It's On the Web, So it Must Be True

It hasn't taken the unscrupulous long to realise that using Internet discussion groups and blogs to 'plant' favourable comments about their products (and unfavourable ones about those of their competitors) can be an effective way of duping readers for commercial advantage.

In some cases, bloggers get paid to leave favourable comments. Similarly, some apparently 'independent' comparison sites are not independent at all.

The European Commission wishes to ban these practices using the Unfair Commercial Practices Directive, which can be found at http://ec.europa.eu/consumers/cons_int/safe_shop/fair_bus_pract/ucp_en.pdf.

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