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AMAZON « MISLEADS BUYERS »

Amazon is to be banned from claiming that it can guarantee next-day delivery from customers using its Prime service.

5 In a blow from the American tech retail giant, the Advertising Standards Authority (ASA) will rule next week that Amazons' offers of "unlimited one-day delivery" are misleading.

It will be told to remove the claims from this website and other advertising.

In future, it will have to make clear that Prime-labelled items are not available to be delivered the next day.

10 The ban comes after Philip Hammond, the chancellor, warned that he was considering imposing a new tax on the retailer to create a "level playing field" between online sellers and high street shops, which have to pay higher rates of business tax.

Amazon charges its Prime customers £799 a month for a range of benefits including unlimited next-day delivery.

15 The ASA began its six-month investigation after more than 200 complaints that Amazon had failed to meet its pledge* on parcel delivery. Some customers said that they had been made to wait four days or deliveries that should have arrived the next day in the run-up to Christmas. Others said that packages "routinely" arrived several days late and described the service as unacceptable.

20 The ASA said it had found evidence that a "significant proportion of Prime-labelled items were not available for delivery the next day."

"Because customers were likely to understand that, so long as they did not order too late, all Prime items would be available for delivery the next day".

Adapted from *The Times*, August 11th, 2018

*pledge = promise