

NOTE: SRC Check Advice. Unfair Advertising/ Bait advertising/ limited stock  
[http://www.checksrc.nl/check/oneerlijke\\_reclame/checklist/](http://www.checksrc.nl/check/oneerlijke_reclame/checklist/)

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If advertising is created for a product where the advertiser knows there is a lot of interest but only a small amount of stock available, the consumer must be clearly warned of the limited stock in the advertising. This can be done, for example, with a message such as: "Attention!/ Please Note! Only very limited stock" (*Let op! Slechts zeer beperkt voorradig*). The absence of such a communication makes the advertisement misleading under all circumstances. In addition, article 8.2.b also states that accurate information about availability should be provided.

Make sure that all branches/ stores have some stock at their disposal. If there is no qualification in the advert, then the advertisement will be deemed as applying to all stores. This follows on from General Recommendation h (Section C – DAC/ NRC).

If there is doubt as to whether there is sufficient stock, then the advertisement must state: "Subject to availability/ until stocks run out" – (*Zolang de voorraad strekt*) or "Once it's gone, it's gone" (*Op=Op*) or similar. If this notice is missing, the consumer will trust that he can make use of the offer throughout the entire term. If the consumer is properly informed about the availability and the advertiser has also acted properly, the complaint will in principle be rejected.

Example here: <https://www.reclamecode.nl/webuitspraak.asp?ID=53235&acCode>