

NOTE: Explanation of article 8.4 Invitation to Purchase

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An 'invitation to purchase' is defined as a commercial message stating the characteristics and the price of the product in a way appropriate to the medium used, and thus enabling the consumer to make a purchase. If the advertisement contains an answering or ordering mechanism, it is always considered to be an invitation to purchase. In case such a mechanism is missing, it depends on the circumstances whether there is a matter of an invitation to purchase. A key factor is whether the consumer can base a decision about the transaction on the information in the advertisement. If the advertisement states a (starting from) price, the consumer usually has sufficient information to decide to make a transaction. (Explanation of Art. 8.4 – DAC/ NRC:

<http://www.gregsregs.com/downloads/DACSectionAindate2017.pdf>