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ACS | advice

## FAIR TRADING

There are various laws applicable to convenience stores, such as the way you display prices and ownership information. Consumers have rights when buying goods from you, but it is important to strike a fair balance between these rights and your own. This guide provides an overview of what is required of you as a business owner to ensure that you remain in compliance with these laws.

Running a retail business presents a number of challenges and requirements when it comes to trading fairly, especially in a business that relies on a large percentage of sales through promotions such as a convenience store.

The illustration below highlights some of the rules around displays of promotions and how to ensure that your customers are treated fairly, along with the requirements of where you need to display details about your business.



## SURGE PRICING

Customers must pay at the till the price they have seen on the shelf edge, so a delay must be implemented into the time of the change of shelf edge ticket and change of the price charged at the till, depending on how long consumers are likely to spend in the shop. Where both prices are amended at the same time, there will need to be the potential for a manual override to ensure the price marked on the shelf edge is the same price that is charged and the customer is not misled. Where a group of products contains some with a price already attached, any price adjustment must ensure that the new price charged does not exceed that stated on the label, although a lower price would be able to be charged.

## UNIT PRICING

Shops with a floor area or display under 280m<sup>2</sup>, are **NOT** required to provide additional 'unit pricing' information. Speak to your local trading standards office for additional advice on this issue.

## BUSINESS DETAILS - PAPERWORK

The trading name and **FULL** address of your business must be displayed on all of your official paperwork and on your website if you have one.

If you are a sole trader(s) or a partnership, you must display the details of the legal owners of your shop(s).

## ADVERTISING PRICE REDUCTIONS

Where you advertise '30% off' or similar, it must be clear to the customer what goods are included in this offer.

## REDUCED PRICE DISPLAY

Where you are reducing the price of goods by a percentage (eg 50% off), you must show the previous price that the goods were on display for as well as the new lower prices.

## CLEAR PRICE DISPLAY

Where goods are offered for sale they must have their price clearly indicated, and be inclusive of VAT. Prices can be shown on goods themselves on a ticket or notice near to the goods.

## REFUNDS POLICY NOTICE

If you do display a refunds policy notice the following statements are **NOT** permitted to be used: no refunds given, goods can only be exchanged, only credit notes will be given against faulty goods, sold as seen. An ACS approved refunds notice is available at <http://www.acs.org.uk/advice/fair-trading/> for members only.

PARTICULARS OF OWNERSHIP OF  
ACS LOCAL SHOP  
(as required by section 4 of the  
Business Names Act 1985)

ACS Local Shop UK Ltd  
12 High Street  
Barchester  
Barchester BA1 2YZ

## BUSINESS DETAILS DISPLAY

The trading name and address of your business must be prominently displayed on a notice in your shop, as required by the Companies Act 2006.

## CERTIFICATES OF APPROVAL

It is illegal to display any form of trust mark, quality certificate or similar if you are not authorised to do so. You cannot use an approval or endorsement logo without permission.

## PAYMENT METHODS

Some traders may wish to accept different payment methods for different products, or only accept payment cards above a certain value. This should be made clear to customers, such as placing a clear notice at the entrance to the shop and at the payment point. The use of credit cards for gambling is banned, however they can still be used for the purchase of lottery tickets and scratchcards in-person.

## CASHBACK

Shops may put a minimum charge in place for the use of cashback or may only offer this service with a minimum spend, for example £5 or £10. Notices should be displayed to ensure the requirements are clear to customers. Shops **cannot** charge customers a surcharge for using a credit or debit card to pay for goods.

## REFUNDS POLICY - EXISTING LAW

A consumer may be entitled to a refund or replacement where goods are faulty or not as described. You should not display a refunds policy notice unless you intend to give the consumer more rights than they have under the law (for example, the right to a refund if they change their mind).

### LIMITED COMPANY

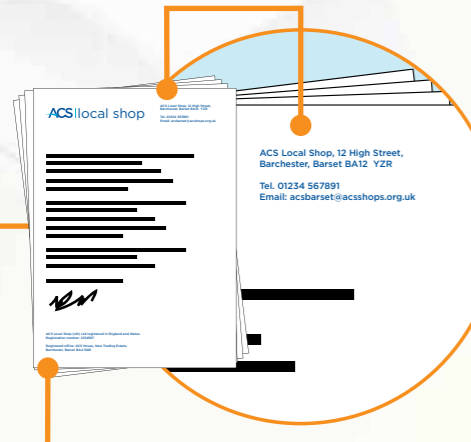
ACS Local Shop, 12 High Street,  
Barchester, Barchester BA12 2YZ  
Tel: 01234 567891  
Email: acsbarchester@acsshops.org.uk

ACS Local Shop (UK) Ltd registered in England and Wales.  
Registration number: 1234567

Registered office: ACS House, New Trading Estate,  
Barchester, Barchester BA4 5GR

### SOLE TRADERS & PARTNERSHIPS

QuickStore  
12 High Street, Barchester, Barchester BA1 2YZR  
Proprietors: C. Smith & M. Khan



## ABOUT THIS GUIDE

This guide is provided by the Association of Convenience Stores in consultation with Buckinghamshire and Surrey Trading Standards. It was last updated in January 2026. Please refer to the ACS website for the most current version of this guidance.

## ACS Primary Authority Scheme

This advice was developed by ACS and Buckinghamshire and Surrey Trading Standards; as part of a dedicated primary authority scheme. This means that all the advice that has this mark against it is 'Assured Advice'.

This guide covers a range of different issues of best practice and law. Those that qualify as assured advice are marked by this hallmark.



To benefit from assured advice you must sign up to the ACS scheme. All ACS members can sign up to the ACS Primary Authority Scheme for details of how to join up visit [www.acs.org.uk/advice](http://www.acs.org.uk/advice)

## CONTACT

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@ACS\_localshops on X, TikTok and Instagram  
Association of Convenience Stores on LinkedIn, Facebook and YouTube