



Price accuracy policy

The Price accuracy policy provides for compensation if the price at the cash register is higher than the advertised price (in the store, in a flyer, in an advertisement, etc.).

The merchant is required to:

- give you the item free of charge, if it is advertised at \$15 or less;
- sell you the item at the advertised price, with an additional \$15 discount, if it is advertised at more than \$15.

If you notice the error after the fact, you can return to the merchant and demand the compensation provided for under the Policy.

Avec la participation financière

**Office
de la protection
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Québec 

If you purchase identical items (e.g., 2 products from the same brand, format, colour, flavour or scent), and the same error appears for all of these items, the merchant must correct each error, but the requirement to give you the item or the \$15 discount only applies to one item.

The price accuracy policy does not apply if:

- the price at the cash register is lower than the price indicated in the store;
- the bar code scanned at the cash register is not for the item purchased;
- an item is placed near a label that describes another item;
- the expiry date on the label indicates that the discount period is over;
- you are purchasing clothing, an item without a bar code (e.g. fruits and vegetables sold in bulk), cow's milk, certain medications or alcohol sold by establishments other than the Société des alcools du Québec (SAQ).