1.Unfair commercial practices

The general prohibition simply states that unfair commercial practices are prohibited. The wording is deliberately wide to catch any unfair practices that may be developed in the future.

2.Misleading actions and omissions

Misleading acts and omissions are unfair commercial practices. In each case, the action or omission must cause or be likely to cause the average consumer to take a different decision.

3.Aggressive practices

A commercial practice is aggressive if it significantly impairs (or is likely to significantly impair) the average consumer's freedom of choice by the use of harassment, coercion (including physical force) or undue influence and so causes or is likely to cause him to take a different decision.

4.The blacklist

Thirty-one practices are deemed to be unfair in all circumstances. A trader carrying out any one of these will have breached the CPRs, whether or not it had any effect on the average consumer.

5.Enforcement

Local Authority Trading Standards Services (TSS), the Office of Fair Trading (OFT) and (in Northern Ireland) the Department of Enterprise, Trade and Investment have a duty to enforce the CPRs, using the "most appropriate means".