

# Deceptive Business

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With the rise of e-commerce and social media platforms, product reviews and feedback have become integral to consumer decision-making. However, the authenticity and regulation of these reviews are often questioned. This report investigates the current state of product reviews, the verification systems of major platforms, and the regulations in place to combat deceptive practices.

## **Product Reviews and Feedback**

- Product reviews and feedback aren't regulated or verified.
- There isn't a central database of product reviews and feedback maintained for use across the internet.

## **Amazon's Product Reviews**

- Companies like Amazon display verified purchases made by accounts they have verified.
- There's a possibility that Amazon could create their own verified purchaser accounts and leave fake product reviews and feedback on their own site.

## **Regulations in Canada**

- In Canada, deceptive marketing practices fall under the criminal regime.
- The Competition Act created by Canada prohibits all materially false or misleading representations made knowingly or recklessly.

## **Misleading Representations**

Misleading representations refer to making false or misleading statements about products and services when supplying, offering to supply, or promoting those products or services.

## **Facebook**

Facebook is known to create fake accounts, fake pages, fake media, and fake ads.

## **Conclusion**

As consumers increasingly rely on product reviews and feedback to make informed decisions, it's imperative for platforms and regulatory bodies to ensure the authenticity and transparency of these reviews. Deceptive practices not only harm consumers but also undermine the trust in online platforms and the digital marketplace as a whole.