



What are counterfeit mobile phones?

- Counterfeit mobile phones are created by manufacturers to imitate all facets of a branded phone's appearance to make their products appear genuine.
- Features such as outer shell and screen can all be copied making it difficult to identify whether a phone is fake or genuine.
- If possible it is always advisable to buy a phone through a registered retailer or reseller who can vouch for a phone's authenticity.

Spot a fake phone?

- **Research** - It is important to do a little research before buying a new phone. You should only buy a phone made by a trusted manufacturer. Before committing to a purchase you should know the phone's specific model number, available colours, features, what software and hardware included and what warranty is offered with the product.
- **Appearance** - On first glance a counterfeit phone may appear identical to a genuine model. On closer comparison you may be able to identify some obvious differences between a genuine and a fake such as the colour, location of buttons, size or spelling of the brand name.
- **Features** - Counterfeit phones can have differing features to genuine models.
- Counterfeit phones may also differ from a genuine in colour availability, memory capacity, camera megapixels, screen quality and operating system. It is important to compare technical features to ensure the phone is genuine.
- **Functionality** - Black market phones are made from sub-standard and cheap components. If you have unknowingly purchased a fake phone you will realise very quickly that processing speeds are often much slower, operating systems have missing features and the phone may not be compatible with affiliated software and applications.

The IMEI Number

- Press *#06# to view IMEI number.



- This can be used to verify the legitimacy of the phone or they will use fake numbers.



- If you cannot view the phone in person, ask the retailer the IMEI number. This can be found on the packaging of the phone or under the phone battery.



Consumers Responsibilities

- ✓ If you purchase a fake phone unknowingly, you should attempt to return it for a full refund;
- ✓ You can either report the counterfeit sale to the police or lodge a complaint with the Council to raise the matter with the relevant authorities;
- ✓ Only buy from authorized dealers/retailers of mobile phones. Avoid buying from an unauthorized dealer; and
- ✓ If you're purchasing from an individual seller, ensure that you verify ownership and authenticity of the mobile phone.

Consumer Rights

- ✓ **Right to Correct Information** - all pertinent facts must be presented to consumers so they can make informed choices on purchasing.
- ✓ **Right to redress** - If a consumer purchases a counterfeit mobile phone and it presents a life threatening defect, then the consumer is entitled to compensation for the inconvenience of fixing or replacing that phone.
- ✓ **Right to Healthy Environment** - People have the right to a safe environment. Traders of counterfeit mobile phones should do their part to ensure a healthy environment including safer mobile phones, which does not pose a threat to the consumer, or the environment.

Health Risks

- ⚠ Counterfeit phones usually have more than the globally accepted limits for lead. Fake phones can also contain dangerous chemicals and metals, such as lead and mercury.
- ⚠ Research has shown that those who have had prolonged exposure to lead may be at risk of high blood pressure, heart disease, kidney disease and even reduced fertility for women.
- ⚠ Fake phones, batteries and chargers are made from cheap substandard components and may contain chemicals, which are dangerous to the environment and your health.

PLEASE CONTACT US ON OUR TOLL FREE
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