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PRESS RELEASE

Rounding-Off Transaction on Digital Platforms Must Cease Immediately

Multiple consumers have raised concerns regarding unfair practices employed by certain businesses when processing transactions through e-platforms, such as mobile money wallets and Electronic Funds Transfer at Point of Sale (EFTPOS). It has come to the Council's attention that these businesses are engaging in the unauthorized practice of rounding-off transaction amounts, leading to discrepancies in consumer payments. This practice of rounding should apply to cash transactions only.

According to these complaints, when consumers pay via digital platforms such as the ones mentioned above, some businesses have been rounding off transaction amounts – having consumers to pay more than the actual price. For instance, if the sale amount is \$5.68, it is being rounded off to \$5.70, resulting in consumers being charged an inflated amount for their purchases.

The Consumer Council of Fiji sternly reminds all businesses that such practices are unacceptable and in direct violation of consumer rights. Rounding-off transaction amounts not only leads to financial loss for consumers but also erodes trust and confidence in digital payment systems.

Whilst condemning this practice, CCoF CEO Ms Shandil stressed that businesses are legally obligated to conduct transactions in a transparent and fair manner, accurately reflecting the exact value of goods or services provided. “Consumers have the right to be informed and aware of the precise amounts they are being charged, especially in the increasingly prevalent digital economy. As the apex consumer protection agency in Fiji, the Council takes these complaints seriously and will not hesitate to take necessary actions against any business found engaging in such practices – including naming and shaming them,” said Ms Shandil.

To ensure compliance with consumer protection laws and to maintain a high standard of business ethics, the Council urges all businesses to immediately cease rounding-off transaction amounts on digital platforms. Instead, businesses must display accurate and precise transaction values, reflecting the true cost of the products or services offered.

Furthermore, the Council encourages consumers to report any incidents of unauthorized rounding-off of transaction amounts they may encounter while making payments via e-platforms. By reporting such incidents, consumers play a vital role in safeguarding their rights and contributing to the establishment of a fair and trustworthy marketplace in Fiji.

The Council remains committed to protecting the interests of consumers and fostering a conducive environment for honest and ethical business practices. For further information or to



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Consumer Council of Fiji



www.consumersfiji.org



Mobile App

report any consumer-related issues, individuals can contact the Consumer Council helpline at 155 or or lodge a complaint via the Consumer Council of Fiji mobile app.

A handwritten signature in blue ink that reads "Shandil".

Seema Shandil
Chief Executive Officer