

# WHAT YOU NEED TO KNOW ABOUT Counterfeit Goods



MINISTRY OF **CONSUMER SERVICES**  
[www.ontario.ca/consumerservices](http://www.ontario.ca/consumerservices)



Ontario's **Ministry of Consumer Services** works to educate, empower and protect consumers so they can be confident and informed when buying goods and services in this province.

## What Are Counterfeit Goods?

Counterfeit goods are imitations of products. They are cheap fakes that try to fool people into believing they are getting quality, brand-name goods, usually at bargain prices.

Pirated software, bootleg DVDs, fake designer handbags – anything can be counterfeited. Other prime targets for counterfeiters include brand name clothing, watches, electronic products, liquor and medicines.

Pirated or counterfeit goods are always lower quality than the original. They can even be dangerous. Counterfeit goods aren't tested for safety – genuine products are.

Remember, if you buy counterfeit goods, you are probably supporting organized crime, which is often involved in making and selling fake products.

## How To Protect Yourself

- Keep in mind what police call “the three Ps”:
  - **Place of purchase.** Choose reputable dealers.
  - **Prices so low** they seem too good to be true.
  - **Packaging quality that is cheap,** with bad graphics or blurred print.
- Read the labels carefully and examine products closely. Fakes often show signs of poor quality manufacturing such as shoddy stitching on clothing, luggage, footwear or handbags.
- Avoid buying high-end designer goods at house/office parties or hotel sales unless the event is hosted directly by the product manufacturer.

- Be cautious of brand name products sold at fairs, street festivals or flea markets. Pirated or counterfeit goods are often sold at these events.
- Beware of products if country-of-origin labels are missing. In Canada, all product labels must be in English and French.
- Don't buy electronic products unless they carry labels from Canadian safety associations such as the Canadian Standards Association (CSA). If there is no label, the product may not be safe.
- Beware of vendors who, as part of their sales pitch, offer "cash deals" to avoid paying sales tax.



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## Need Help?

Find out more about counterfeit goods and fraud.

**Bank of Canada**  
**1-888-513-8212**  
[www.bankofcanada.ca](http://www.bankofcanada.ca)

**Industry Canada –  
 Competition Bureau**  
**1-800-348-5358 (Canada)**  
**Toll-free TTY (for those who are  
 hard of hearing): 1-800-642-3844**  
[www.competitionbureau.gc.ca](http://www.competitionbureau.gc.ca)

**Reporting Economic Crime Online**  
[www.recol.ca](http://www.recol.ca)

**The Canadian Anti-Fraud Call  
 Centre (PhoneBusters)**  
**1-888-495-8501**  
[www.phonebusters.com](http://www.phonebusters.com)

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### HERE TO HELP

**Visit our website at:**

[www.ontario.ca/consumerservices](http://www.ontario.ca/consumerservices)

**Call us:**

Greater Toronto Area

**416-326-8800**

Toll-free at

**1-800-889-9768**

**TTY (for those who are hard of hearing)**

Greater Toronto Area

**416-229-6086**

TTY toll-free

**1-877-666-6545**

**Email us:**

[consumer@ontario.ca](mailto:consumer@ontario.ca)