



The Basics of Price Accuracy

BUREAU OF WEIGHTS AND MEASURES

PO Box 8911
Madison, WI 53708
(608) 224-4942
datcp.wi.gov

RESOURCES

[Wis. Stat. Chapter 98](#)
<http://docs.legis.wisconsin.gov/statutes/statutes/98/>
Title

Who regulates price accuracy?

Price accuracy is regulated by Weights and Measures officials under the authority of Chapter 98, Wis. Stats.

What does the law say about price discrepancies?

It is illegal for a person to represent a false price in connection with the purchase, sale, or advertising of any commodity, thing or service. The price charged for an item must agree with the lowest advertised or displayed price.

What is the appropriate way for stores to implement price changes?

Price changing procedures must ensure that the customer is never charged more than the lowest advertised or displayed price. When an item is going down in price, the price must be reduced in the register system before it is reduced in any advertisement or display. Likewise, when an item is going up in price, the price must be increased in the advertisement or display before it is increased in the cash register system.

What if there is a discrepancy between the price charged and the price advertised or displayed?

If the price charged is more than the lowest advertised or displayed price, the customer must be refunded the difference between the amounts. In all cases store management must take whatever steps are necessary to permanently correct the pricing error.

What must store management do to inform customers of their right to a refund?

Retailers using electronic scanners are required to post conspicuous signage notifying customers they are entitled to a refund if over charged. This signage must be present in a conspicuous place visible to the customer from the point of transaction.

What steps should store management take to ensure that the price charged matches the price advertised or displayed?

Store management should ensure that all signs indicating price changes are placed and/or removed in a timely manner. Management should make certain that store personnel are posting price reduction signs in the correct locations and for the correct products. Steps should be taken to ensure that items are stocked in the correct locations, and a procedure developed to monitor merchandise that may have been moved or replaced in the wrong location by customers. In addition, it is recommended that store management implement a self-inspection program to check advertised and displayed prices against scanner prices at the check-out.

What if price changes are entered into the system by outside vendors?

Store management is accountable for all pricing errors. Procedures should be developed to monitor vendor pricing changes to ensure accuracy and timeliness.