



Price Refund; Price Information Requirements

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RESOURCES

More information on applicable Wisconsin laws can be found at these links:

<http://docs.legis.wisconsin.gov/statutes/statutes/98/Title>

Wisconsin law requires that customers be charged the advertised price for commodities. If a customer is over charged, they are entitled to a refund of the difference between the posted price and the amount they were charged.

Retailers using scanner systems 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 readable by the customer from the point of transaction. Examples of such signage are below.

“Price refunds; price information.

98.08(1) A person who uses an electronic scanner to record the price of a commodity or thing and who sells the commodity or thing at a price higher than the posted or advertised price of that commodity or thing at least shall refund to a person who purchases the commodity or thing the difference between the posted or advertised price of the commodity or thing and the price charged at the time of sale.”

Or

“If an item is posted or advertised for a price that is less than what you are charged by our electronic scanning system, you are entitled to a refund of the difference between the posted or advertised price and the price charged.”

Variations in which more than the amount overcharged is refunded are also permitted. An example of that would be:

“If any item you purchase rings up at more than the posted or advertised price, you will receive that item for free.”