

The Consumer Bill of Rights

To Be Informed



To Be Safe



To Choose



To Be Heard



To Seek Redress



Have you ever bought something that broke the first time you used it or opened a food item that was stale or moldy? What did you do? Did you take it back or just throw it away? As an American consumer, you have certain rights that are protected by law. In his State of the Union address in 1962, President John F. Kennedy proposed a consumer bill of rights and subsequent presidents expanded this proposal as new products and issues arose. By understanding your rights, you can become a wise consumer because you will be better prepared to make informed decisions about where to shop and what to buy. You will also know who to contact and what to do if you buy something that doesn't meet your expectations. Learn about your rights as a consumer by clicking on each of the pictures shown here.

The Right To Be Informed



- Packages must be labeled appropriately
- Stores may be required to display unit prices
- Perishable products show expiration or sell-by dates

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As a consumer, you have the right to be informed. By law, you are protected against fraudulent, deceitful, or grossly misleading practices, and you have the right to obtain all of the facts necessary to make informed choices. Businesses must be truthful about the goods and services they are selling and information must be expressed clearly and readily available. Packages have to be labeled honestly with information like ingredients and appropriate quantities. Many states require grocery stores to display the unit prices for their products so that consumers can compare the cost of different sizes of products. They also have to mark their perishable products with an expiration or sell-by date. Protection against false and misleading advertisements are covered by this consumer right as well.

The Right To Be Safe



- Protection against hazardous products
- Availability of manufacturer's instructions and maintenance schedules

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You have a right to safety. You have the right to be protected against products that are hazardous to your life or your health. You don't have to worry about the risk of injury caused by consumer products. Of course, as we discussed in the responsibilities section, you still have the obligation to follow the manufacturer's instructions and maintenance schedule.

The Right to Choose



- Competition amongst vendors providing goods and services
- Access to variety

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You have the right to choose from whom you purchase goods and services, as well as which goods and services you want to purchase. Competition among businesses is an important part of our economic system. By ensuring competition in the marketplace, the government protects your right to choose from among a variety of goods, services, and vendors. With this right, you are guaranteed access to a variety of quality products and services at competitive prices.

The Right to Be Heard



- Communicate with the company or individual
- Complain and seek a refund, replacement, or repair

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You have the right to be heard. If you have a problem with a product or service, you can communicate with a representative of the company or individual from whom you purchased that product or service. You may seek a refund, replacement, or repair.

The Right to Redress



- Having a wrong corrected
- Appropriate compensation for valid complaints
- Consumer protection laws and organizations

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You have the right to redress, or remedy, which means to have a wrong corrected. This right gives you ways to register your dissatisfaction and to get appropriate compensation for valid complaints. This right also ensures that consumer interests are considered when the government makes laws or policy and that you have access to the state and federal agencies and private business groups, like Common Cause and the Better Business Bureau, that look out for consumer interests. These laws and groups assure fair and prompt treatment for consumers.

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Continue to click on each of the pictures shown to learn more about your consumer rights. Once you have explored each of the rights, click on the “Next” button below.



As a consumer, you have the right to expect the businesses that you patronize to be convenient, courteous, and responsive to your wants and needs. This right encourages businesses to ensure that the products and services they offer meet quality and performance levels as claimed in advertisements and by sales personnel. In other words, businesses should stand behind the products and services they offer and will try to make it right when a customer is dissatisfied.