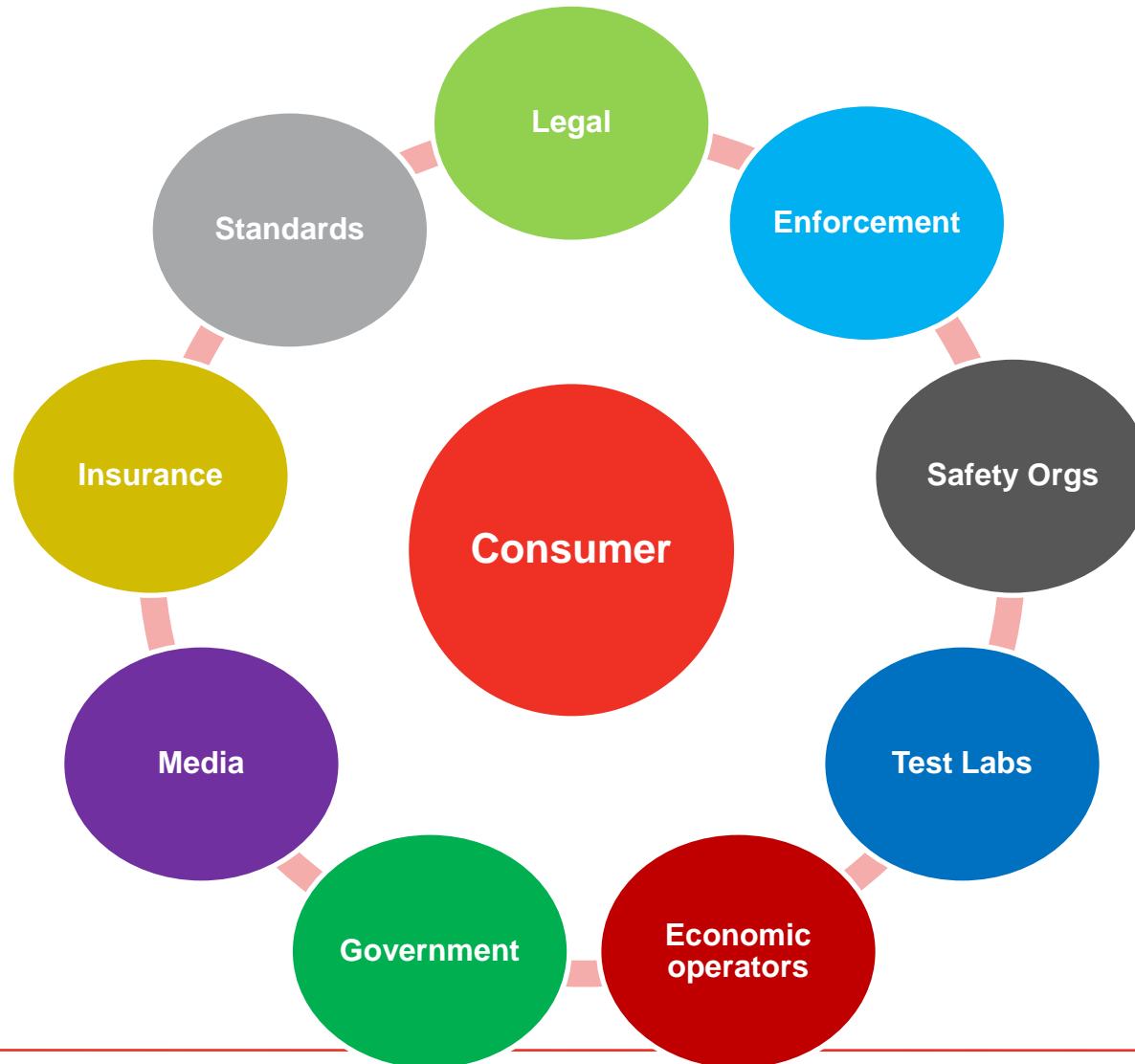


Improving recall effectiveness – consumers

Martyn Allen

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Consumer protection



Craigslist (<https://baltimore.craigslist.org/fuo/5822720987.html>) post:

“IKEA had a recall and will give a full refund on these items if I take them back to store. Save me a trip and save yourself some time and \$ and buy from me. Already assembled. Excellent condition. Must be gone by end of month!”

So knowingly selling it even though they could get a full refund!

Product lifecycle - consumer



Use of tech in recall – Samsung

- 2.5 million affected units
- Update to limit battery charge to 60%
- Texts warning users to act
- On every charge and/or 3-hourly
- Failure to respond – switch off device

