

## *The truth will set you free (from massive fines)!*

Dramatic increases to the maximum penalties for breaches of the *Australian Consumer Law* (ACL) will put an even higher premium on the truth.

- Penalties for Australian Consumer Law breaches are rising considerably.
- The previous maximum penalty for a breach by a company was \$1.1 million. The maximum penalty is now; \$10 million, 3 times the benefit the company received from the breach, or 10% of the company's annual turnover if the court cannot calculate the benefit.
- The maximum penalty for a breach by an individual is also increasing from \$220,000 to \$500,000.
- These figures are per contravention and can be awarded following proof of behavior that infringes the ACL, including:
  - Unconscionable conduct;
  - False representations; or
  - Misleading advertising.

If you'd like guidance, advice or support regarding these changes, please contact our Head of Litigation & Dispute Resolution, Harrison Humphries, or his team of dedicated litigation practitioners.

Phone 07 4688 2188 [www.cglaw.com.au](http://www.cglaw.com.au)

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