

Groupon amends practices after UK probe

March 16 2012

(AP) -- A British regulator says online deals site Groupon will change the way it markets its products after drawing criticism from consumers.

The Office of Fair Trading said Friday that Groupon had agreed to ensure that original prices are accurately quoted, that it will assess merchants' ability to deliver goods in a reasonable time and that all limitations are clearly displayed on the same screen as the offer.

Groupon also agreed to take reasonable steps to ensure that health or beauty product claims are accurate, that terms and conditions are fair and that refund and cancellation policies comply with regulations.

OFT official Cavendish Elithorn says [Groupon](#) cooperated with the agency's investigation. He adds, "We will be monitoring the situation closely."

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