CPB

Consumer Protection Bureau

Empowering Consumers, Nurturing Fairness

August 2026

NEWS*FLASH*

ISSUE - 03

Protecting Consumers Through Information, Intervention and Action

Standing Beside Consumers

Inside Stories

Message from the Executive Chairman

Building a Stronger Consumer Protection Network

Yousouf Jhugroo
Founder and Executive Chairman
Consumer Protection Bureau

Dear Friends of Consumer Protection Bureau,

As consumer markets become increasingly digital, international and complex, consumers need more than information. They need clear warnings, reliable support and organisations prepared to act when risks emerge.

During July, CPB continued assisting consumers across a wide range of disputes involving retailers, online marketplaces, telecommunications providers, vehicle services, contractors, subscription businesses and digital platforms.

We also took an important step forward in product safety by developing the CPB Product Recalls and Safety Centre. This new initiative will help consumers identify recalled and potentially unsafe products, understand the risks involved and take appropriate action.

Alongside the Centre, CPB introduced the Product Safety Information Partnership. This voluntary partnership will encourage the wider sharing of public product safety information and recall alerts between consumer organisations, regulators, standards bodies and other stakeholders.

We have also continued monitoring concerns relating to Trustpilot and the moderation of genuine consumer reviews. Consumers must be able to share honest experiences without facing unclear, inconsistent or unfair moderation practices.

Every complaint received by CPB contributes to a wider understanding of the problems affecting consumers. An individual case may reveal a recurring business practice, an emerging scam, a product safety risk or a weakness in existing complaint procedures.

Our responsibility is therefore not limited to resolving individual disputes. It also includes identifying wider risks, improving consumer awareness and encouraging organisations to operate fairly and responsibly.

I extend my sincere appreciation to our Board, staff, volunteers, ambassadors, partners and supporters for their continued dedication.

Together, we will continue building a consumer protection organisation that listens carefully, acts professionally and stands beside consumers when they need support.

Editorial Team

Editorial Leadership

NEWSFLASH is the official monthly publication of the Consumer Protection Bureau (CPB). It provides updates on consumer issues, investigations, campaigns, policy developments, public safety alerts and the work of CPB in protecting and promoting consumer interests.
The team supports publication planning, content development, quality assurance and editorial review.

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Founder and Executive Chairman
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Investigating Officer

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Strategic Editorial Adviser
Virtual Group Chief Operating Officer,
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Contributors
Articles, case studies and consumer alerts may also include contributions from CPB staff, volunteers, investigators, ambassadors and partner organisations.

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Publication Notice
NewsFlash is published by the Consumer Protection Bureau to inform, educate and promote consumer awareness. Every effort is made to ensure the accuracy of the information published at the time of publication. Individual circumstances may vary.

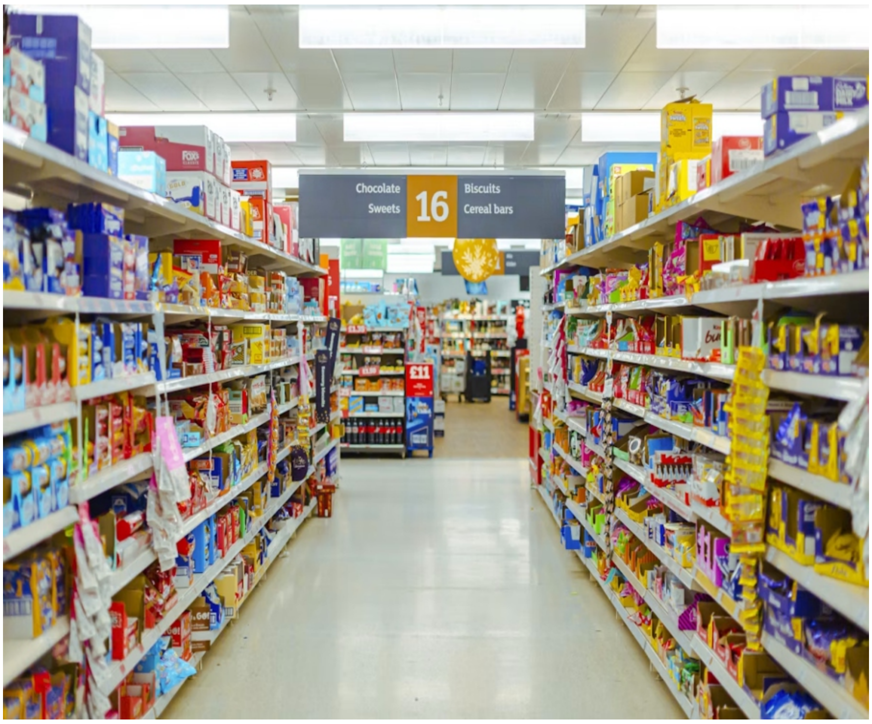
New CPB Initiative

1. CPB Product Recalls and Safety Centre

The Consumer Protection Bureau is developing a dedicated Product Recalls and Safety Centre to help consumers access clear and reliable information about recalled, defective and potentially unsafe products.

Product recall information can sometimes be difficult to locate. Notices may be published across different websites, regulatory databases, business pages and online marketplaces. As a result, consumers may remain unaware that a product in their home has been recalled or identified as presenting a safety risk.

The CPB Product Recalls and Safety Centre will bring important information together in one accessible location.



The Centre will provide:

1. Current product recall alerts.
2. Information about potentially unsafe products.
3. Clear explanations of the risks involved.
4. Practical guidance on what consumers should do.
5. Information about refunds, repairs and replacements.
6. Guidance on reporting unsafe products.
7. Access to relevant official recall and safety notices.

Consumers will also be able to report product safety concerns directly to CPB. Information received may help identify recurring risks, unsafe sellers or products requiring further examination.

The Centre will support the work of regulators and responsible businesses by helping important safety information reach a wider consumer audience.

Check. Identify. Act.

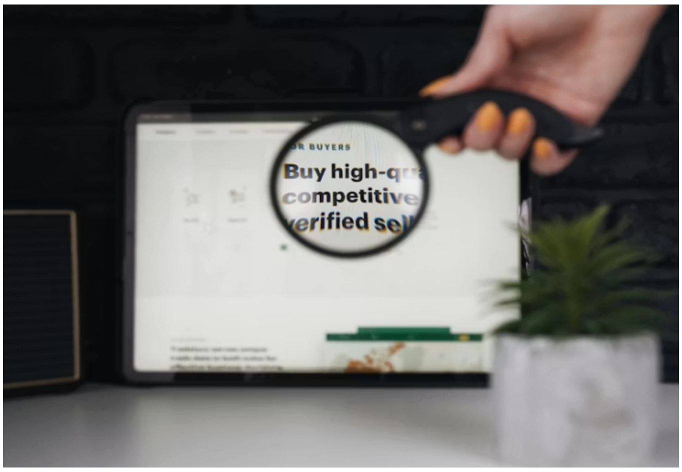
If a product has been recalled, consumers should stop using it and follow the instructions issued by the manufacturer, retailer or relevant regulator.

New CPB Initiative

2. CPB continues monitoring concerns relating to online Review moderation, including complaints concerning Trustpilot.

CPB continues to monitor concerns relating to Trustpilot following complaints from consumers who allege that genuine reviews have been removed despite evidence being provided to verify their experiences.

Online reviews play an important role in purchasing decisions. Consumers rely on them when selecting businesses, comparing services and assessing whether a trader can be trusted.



CPB is gathering information about:

1. The removal of reviews reported as genuine.
2. The evidence requested from consumers.
3. The consistency of review moderation decisions.
4. The transparency of appeal procedures.
5. The treatment of negative and positive reviews.

Evidence received from consumers will contribute to continuing CPB research and monitoring.

Consumers who believe that a genuine review has been unfairly removed are encouraged to retain all correspondence, screenshots, purchase records and moderation decisions.

DID YOU KNOW!

Quick-Read Features

Consumer Tip of the Month

Never rely solely on screenshots of an online order.

Always download and retain:

- Your receipt
- Order confirmation
- Payment confirmation
- Delivery-tracking information
- Warranty documents

- You normally have 14 days to cancel many online purchases made within the United Kingdom, subject to certain exceptions.
- A retailer cannot automatically refuse a refund simply because you no longer have the original packaging.

From One Complaint to Wider Consumer Protection

One Consumer Complaint Creates a Wider Consumer Voice

◆ From Individual Concern to Collective Action

A consumer contacted CPB after several reviews were removed from an online review platform.

The consumer stated that the reviews reflected genuine experiences and that purchase evidence had been supplied.

Despite this, the reviews were not restored and the consumer remained concerned that legitimate negative experiences were being excluded from public view.

CPB reviewed the information and supporting evidence provided by the consumer.

The complaint was formally recorded and added to wider CPB monitoring of online review moderation practices.

The consumers experience is now contributing to a broader examination of how reviews are assessed, removed and appealed.

Although the individual dispute remains under consideration, the complaint has already achieved something important.

It has ensured that the consumers concerns are no longer viewed in isolation.

The evidence will support CPB work to identify patterns, assess the wider impact on consumers and encourage greater transparency in online review moderation.

This case demonstrates that one consumer complaint can contribute to wider consumer protection.

One complaint can reveal a pattern.
One voice can support change.

Government and International Engagement

1. Introducing the Product Safety Information Partnership

During July, CPB introduced the Product Safety Information Partnership, known as PSIP.

PSIP is a voluntary information sharing partnership designed to improve the circulation of publicly available product recall notices, safety alerts and consumer guidance

The Partnership aims to bring together:

1. Government departments.
2. Product safety regulators.
3. Consumer organisations.
4. Standards bodies.
5. Market surveillance and enforcement authorities.
6. Transport, food and healthcare safety organisations.
7. International consumer protection partners.

CPB has prepared invitations for a range of leading organisations to become founding participants in the Partnership.

The organisations approached include bodies working in product standards, trading standards, food safety, medicine and healthcare regulation, transport safety, electrical safety and general consumer protection.

PSIP will not replace the statutory responsibilities of regulators, manufacturers or enforcement authorities. It is intended to complement their work by helping important public safety information reach more consumers through a wider network of trusted organisations.

The Partnership will encourage:

1. Timely sharing of public recall information.
2. Wider circulation of consumer safety alerts.
3. Improved awareness of emerging product risks.
4. Cooperation between participating organisations.
5. Exchange of knowledge and good practice.
6. Clearer safety information for consumers.

Through PSIP, CPB aims to support a more connected and informed approach to product safety in the United Kingdom and internationally.

Better information. Wider awareness. Safer consumers.

Government and International Engagement

2. CPB Participates in Westminster Business Forum Conference

On 16 July 2026, the Consumer Protection Bureau participated in the Westminster Business Forum policy conference on Next Steps for UK Consumer Credit Reform.

CPB received an invitation to attend the online conference and welcomed the opportunity to contribute to an important discussion concerning the future of consumer credit regulation and protection in the United Kingdom.

The conference brought together senior representatives from HM Treasury, the Financial Conduct Authority, Step Change, Fair4All Finance, the consumer credit sector, legal advisers and other policy stakeholders.

Key areas considered included:

1. Reform of the Consumer Credit Act 1974.
2. Regulation of Buy Now Pay Later services.
3. Financial inclusion and access to affordable credit.
4. Affordability and creditworthiness assessments.
5. Consumer communications and understanding.
6. Complaints handling and access to redress.
7. Reform of debt collection and enforcement practices.
8. The proposed motor finance consumer redress scheme.
9. The future role of the Financial Ombudsman Service.
10. Protection for financially vulnerable and underserved consumers.

The conference also examined how the regulatory framework can support innovation and responsible market growth while maintaining effective safeguards for consumers.

The proceedings and contributions from delegates will help inform material shared with parliamentary, ministerial, departmental and regulatory offices.

CPB participation reflects our continuing commitment to engaging with policymakers, regulators and sector leaders on reforms that directly affect consumers. It also provided an opportunity to ensure that independent consumer perspectives remain represented within important national policy discussions.

Representing consumer interests in the discussions that shape consumer protection.

Consumer Alert

1. Unsafe Baby Sleeping Bags Offered Through Online Marketplaces

Consumers are being warned to take particular care when purchasing baby sleeping bags through online marketplaces.

A product safety investigation identified 12 baby sleeping bags offered through Amazon that appeared identical or similar to products previously recalled because of serious suffocation risks

The safety concerns included:

1. Hoods that could cover a baby head or face.
2. Missing arm openings.
3. Designs that could allow a baby to slip inside the sleeping bag.
4. Products that did not meet relevant safety requirements.

Baby sleeping bags should never include a hood. They should also have properly designed arm and neck openings suitable for the size and age of the baby.

A product listing may describe an item as comfortable, cute or suitable for sleeping. These descriptions do not guarantee that the product meets United Kingdom safety standards.

Consumers should:

1. Stop using any baby sleeping bag with a hood.
2. Stop using products without secure arm openings.
3. Check the product label and manufacturer details.
4. Search official product recall notices.
5. Contact the retailer or marketplace where the product was purchased.
6. Request a refund where the product is unsafe or does not meet safety requirements.
7. Report potentially unsafe products to the relevant marketplace, regulator or CPB.

When purchasing products for babies and young children, safety must always come before price, appearance or convenience.

A product sold online is not automatically a safe product.

Consumer Alert

2. Fake Lawyer and Life Insurance Scam Warning

Consumers should be cautious of unsolicited emails claiming that they may be entitled to an unclaimed inheritance or life insurance policy because they share the same surname or nationality as a deceased person.

CPB recently examined an email in which the sender claimed to be a Canadian solicitor searching for relatives of a deceased insurance policy holder.

The communication contained several warning signs:

1. An unverified email address or domain.
2. Poor legal presentation.
3. No proper professional signature.
4. No independently verifiable case information.
5. An invitation to claim money based only on a shared surname or nationality.
6. A request to continue the conversation privately.

Fraudsters may use the names of genuine lawyers, law firms or insurance companies to make their communications appear credible. The person or organisation named in the email may have no connection with the message.

Consumers should not:

1. Reply to the suspicious email.
2. Provide identification documents.
3. Share banking or payment information.
4. Sign any documents sent by the sender.
5. Pay alleged legal, tax, insurance or administration charges.
6. Use contact details contained in the suspicious communication to verify the claim.

Always verify a lawyer independently through the relevant professional regulator. Contact the genuine law firm using details obtained from an official register or independently verified website.

If an unexpected inheritance or insurance claim requires personal information or an advance payment, treat it as a serious warning sign.

A professional name does not make an unexpected email genuine.

Consumers who receive this type of communication should retain the email, including the sender address and any attachments, and report it to the relevant authorities. They may also provide the information to CPB to support consumer monitoring and awareness work.

Campaigns in Action

Driving Positive Change

Campaign 1

Fair Financial Services

Our objective
To encourage financial institutions to provide consumers with fair, transparent and accessible complaint handling.

Current work
- Monitoring Financial Ombudsman Service decisions
- Collecting consumer experiences
- Identifying recurring complaint themes

Consumers can help
Share your experience with CPB if you believe your complaint has not been handled fairly.

Campaign 2

Fair Terms for Fair Travel

CPB continues to monitor issues affecting rail, airline and coach passengers.

Current areas include
- Delays
- Refunds
- Accessibility
- Ticketing
- Compensation

Our aim is to promote clearer consumer rights and fair treatment across the transport sector.

Campaign 3

Safe Products Save Lives

Every unsafe product removed from the market has the potential to prevent injury.

CPB encourages consumers to
✓ Check recall notices
✓ Report unsafe products
✓ Share safety information with family and friends

A safer product today could prevent an accident tomorrow.

Consumer protection works best when consumers participate.

CPB at a Glance

CPB By the Numbers During July 2026

177
Complaints received

10
Sectors involved

Launched
Product Safety Initiative

2
Consumer Alerts issued

3
New Campaigns

2
Government Engagements

Growing
International Partnerships

40+ UK and International
Consumers Assisted

20,000+ visitors
Website

Countries Represented

UK

USA

Mauritius

Ireland

France

Iceland

Australia

Qatar

Canada

DR Congo

India

Pakistan

Many more Countries

“Every statistic represents a consumer who needed someone to listen."

From the Case Files

1. Beauty Treatment Injury

CPB is assisting a consumer who reported suffering injuries following an eyebrow lamination and eyelash treatment.

The consumer alleges that the treatment was provided from a residential outbuilding and that no consent form was completed before the procedure.

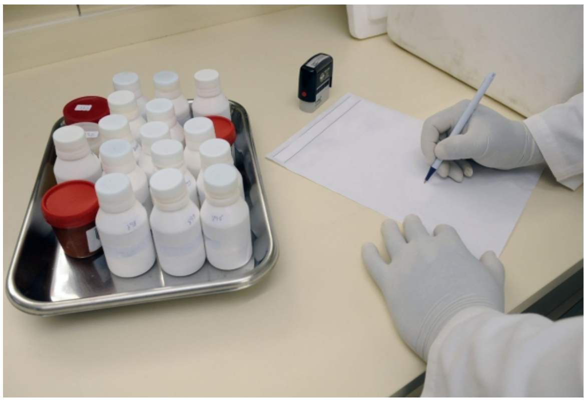
Following the treatment, the consumer experienced visible injuries and sought medical advice. Medical information provided by the consumer reportedly connected the injuries to the treatment received.

CPB is reviewing the evidence, including photographs, communications and medical information, to determine the appropriate next steps.

This case highlights the importance of qualifications, insurance, informed consent, hygiene arrangements and clear complaint procedures within the beauty treatment.

2. Vulnerable Consumer Reports Intimidating Treatment

CPB is supporting a disabled and medically vulnerable consumer who reported being publicly embarrassed and intimidated during three visits to a major supermarket.



The consumer stated that the incidents caused significant distress and left them feeling unable to return to the store.

The situation has had a serious practical impact because the supermarket is the closest accessible store for the consumer.

The consumer now relies on online shopping despite previously being able to visit the store independently.

CPB has reviewed the complaint and supporting circumstances and is preparing further engagement with the retailer. The case raises important questions about staff conduct, disability awareness, customer dignity and the fair treatment of vulnerable consumers.

3. Vehicle Parts Allegedly Not Installed

CPB is assisting a consumer who supplied new replacement parts to a garage for vehicle repair work.

After further problems developed, the vehicle was inspected elsewhere. The consumer alleges that old and rusted parts remained on the vehicle and that the new parts supplied to the garage may not have been installed.

The consumer has raised concerns about the workmanship, the accuracy of the service provided and the location of the replacement parts.

CPB is reviewing the available evidence, including communications, photographs and inspection information.

The case demonstrates why consumers should request detailed invoices identifying the work completed, the parts installed and any warranties provided.

Looking Ahead

CPB Priorities: August 2026

During the coming weeks, CPB will focus on turning recent developments into practical and lasting consumer protection measures.

Policy

1. Progressing the launch of the CPB Product Recalls and Safety Centre.
2. Publishing accessible product recall alerts and safety guidance.
3. Expanding participation in the Product Safety Information Partnership.
4. Strengthening relationships with regulators, standards bodies and consumer organisations.

Investigations

5. Continuing research and monitoring concerning Trustpilot.
6. Reviewing product safety reports received from consumers.
7. Improving the collection and analysis of complaint information.
8. Identifying recurring patterns across individual consumer cases.

Consumer Awareness

9. Expanding consumer awareness campaigns.
10. Strengthening international cooperation on cross border consumer issues.
11. Supporting consumers affected by scams, unsafe products and unfair commercial practices.
12. Promoting responsible complaint handling and constructive business engagement.

CPB will continue developing from an organisation that responds to individual complaints into a wider consumer protection network capable of identifying risks, sharing information and encouraging meaningful change.

Every complaint will continue to be treated as more than an isolated dispute. It is a source of evidence, an opportunity to improve standards and a potential warning that may protect other consumers.

Protecting consumers today. Building safer markets for tomorrow.

Every complaint tells a story.
Every pattern reveals a risk.
Every action can help protect another consumer.

Consumer Protection Bureau

Need Help With a Consumer Issue?

We may be able to assist with:
- Faulty goods
- Online shopping
- Unsafe products
- Home improvement disputes
- Vehicle repairs
- Travel complaints
- Subscription traps
- Telecommunications
- Digital services
- Consumer scams

Before contacting CPB

Please have available
- Receipts
- Contracts
- Photographs
- Correspondence
- Complaint reference numbers

This helps us assess your enquiry more quickly.

Our Services are FREE

CPB provides independent consumer assistance without charge.

Where appropriate we will:
- provide advice
- contact businesses
- signpost regulators
- support dispute resolution
- identify wider consumer risks

Standing Beside Consumers I Consumer Protection Bureau

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