

CHECKLIST • RULES & COSTS

Sale end dates and countdown timers: the ACCC's Black Friday warning after two retailers pay \$59,400

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- ☐ **Find every sale deadline you advertise.** Check your website, sale banners, emails, social posts and ads for end dates, "ends tonight" wording and countdown timers.
 - ☐ **Check how each countdown timer is set up.** Turn off timers that roll over to a new end date automatically when they reach zero.
 - ☐ **Set the real end date before the sale starts.** If you already plan to run the discount longer, advertise the longer date from day one.
 - ☐ **End the discount when the timer or date runs out.** Don't follow a finished sale straight away with a "new" sale at the same or a bigger discount.
 - ☐ **Brief whoever runs your promotions.** Tell staff or your agency that the ACCC is checking sale end dates and countdown timers during this year's Black Friday sales.
 - ☐ **Keep dated screenshots of each sale.** Record the advertised end date and when prices actually went back up, so you can show the deadline was genuine.
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NOTES

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General information only, not legal, tax or financial advice. Check the full story and its sources before acting.

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