

CHECKLIST • RULES & COSTS

Strikethrough prices: digiDirect's \$99,000 penalty and the 'was' price test for online stores

Published 28 September 2026. Read the full story, sources and any updates at

digitaladvisors.com.au/journal/strikethrough-prices-accs-digidirect/

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- ☐ **List every product showing a crossed-out price.** Check your online store, shopping feeds and ads.
 - ☐ **Pull the sales history for each one.** Confirm the product was genuinely offered at the "was" price for a reasonable period just before the discount started.
 - ☐ **Remove comparison prices you can't back up.** That includes supplier recommended prices you have never charged.
 - ☐ **End sales that never end.** Take down "sale" badges and discounts that have been running continuously.
 - ☐ **Keep a price record.** Save dated price histories or screenshots so you can prove any "was" price if the ACCC asks.
 - ☐ **Brief whoever writes your ads.** Tell your agency or staff that comparison prices in Google Ads and other ads need the same evidence as the website.
 - ☐ **Check Black Friday and Boxing Day plans now.** The ACCC swept those sales in 2024 and 2025 and found the digiDirect claims that way.
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