



Introduced more than three decades ago, the checkout price scanner has drastically increased the speed in which consumers process their transactions. Even though retailers have become dependent on them, there are no assurances that the computerized pricing and scanning systems are always accurate. Consumers should watch for discrepancies between the shelf price, or advertised price, and the actual scanned price that displays at the register.



Accurate Scanning and Pricing

The Florida Department of Agriculture and Consumer Services (FDACS) is responsible for verifying the accuracy of price scanning

devices. To ensure that retailers honor marked or advertised prices, department inspectors randomly inspect scanner systems throughout the state using a nationally developed procedure for determining accuracy. Any errors identified during an inspection must be corrected immediately. Retailers are responsible for ensuring items offered for sale match any advertised or posted prices when scanned at the register.

If a store's scanner reflects a different price than the posted or advertised price, consumers should first bring the discrepancy to the attention of the sales clerk or store management. Many businesses have policies in place to immediately correct any errors and reward customers that bring pricing inaccuracies to their attention. Stores that have excessive overcharges face sanctions ranging from warning letters to fines of up to \$5,000. If consumers cannot get satisfaction from the business' management, please contact FDACS at www.800helpfla.com or by calling 1-800-HELP-FLA (435-7352) or 1-800-FL-AYUDA (352-9832) en Español.

What Consumers Can Do

- If a retailer is having a sale, consumers should bring a copy of the store's flyer or newspaper ad to the checkout counter and compare prices as they are scanned to ensure they're getting charged the correct amount.
- If there is a discrepancy in the price, immediately bring it to the attention of the store personnel.
- Save the register receipts in case there are questions or further action is needed.

