

# QVC Legal Claims Overview



# What is a claim?

- A statement about a product that relates to its benefits, performance, efficacy, safety, price, or other characteristic that is used to incentivize a customer to purchase it.
- Claims can be explicit or implied.
  - Explicit claim: *This cream will protect your skin from the sun.*
  - Implied claim: *I stayed on the beach all day and didn't worry about a thing after putting this cream on.*
- What may be “common knowledge” to you, might not be “common knowledge” to the general public.

# Why Care About Accuracy of Claims?

- Regulatory Scrutiny
  - Federal Trade Commission (FTC)
  - Food & Drug Administration (FDA)
- Industry Watch Dogs
  - National Advertising Division (NAD)
- Class Action Plaintiffs
- Competitors
- Congressional Inquiries
- Customer Trust

# Personal Experience and Testimonials

- Statements about your own personal experience will often include claims.
- Even if you honestly experienced a certain benefit when using your product, you cannot speak to that benefit at QVC if it is not aligned with the legally approved claims.
- Example: There are no approved claims that a mattress we are selling helps with back pain. However, you have had issues with back pain and ever since you started using the mattress, your back pain has decreased. Even though the mattress we're selling did help with your own back pain, you cannot speak to that without an approved back pain claim, as it sends a general message that is unapproved.

# Key Points Regarding Claims Submission Process

- Work with your QVC Merchandising contact to determine if the claims should be submitted to QVC Legal or to QVC's Quality Assurance Team.
- Note: In terms of broad product categories, QVC Legal typically reviews all Beauty claims and all dietary supplement claims.
- Allow at least 4 to 6 weeks for Legal to review your claims submissions.
- Organize your claims packet carefully. Tab and highlight the portions of your documentation that specifically support each claim. The more organized the packet, the more quickly Legal can review the claims.
- List your claims in order of priority/importance.
- All testing documentation must relate to the exact product you are going to sell on QVC.

# Key Points Regarding Claims Submission Process

- We require all relevant information related to the claim be submitted, both information you are aware of that supports the claim and information you are aware of that contradicts it.
- If you have submitted claims through QVC Legal, your on-air Guest will typically be scheduled to have a coaching call with a QVC Legal representative prior to the air date to go over the claims.
- To the extent you read or hear any information elsewhere that contradicts the Legal claims, you should always defer to the Legal claims to guide what you say on air.