



### To keep in mind when complaining

- Be sure you complain to the correct individual
- Do not wait to complain
- Follow up a complaint in person with a complaint in writing so you have proof
- Give the trader a time limit to rectify the problem (e.g. 14 days)
- Mention your membership in a Consumer Organisation if you have one
- Keep all materials related to the complaint, like receipts, letters, e-mails, ads and pictures.
- Keep a record of pertinent information, like names, answers, telephone numbers and dates
- Get the full name and position of the person you complain to



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**ECC-ICELAND**  
Evrópska neytendaaðstoðin á Íslandi  
European Consumer Centre in Iceland

## How and where to complain



**European Consumer Centre/ECC/ENA**  
**Hverfisgötu 105**  
**101 Reykjavík**  
**Iceland**

**TEL. (+354) 5451200**

**E-mail: [ena@ena.is](mailto:ena@ena.is)**

**Webpage: [www.ena.is](http://www.ena.is)**

## Contact the trader

The consumer should first contact the trader and complain about the problem, and demand that it is corrected.

It can be important to complain in writing to have proof of when the complaint was made. After purchase, consumers have a certain amount of time to complain to the trader if a problem should arise. A complaint in writing can be proof that the complaint was made in time, and it can also prove the consumer's demands.

Consumers need to take care in specifying their demands and a good rule of thumb is to be polite as that usually brings the best results.

### If the trader does not reply or denies the consumer demands

If the trader is not prepared to work with the consumer to get a reasonable outcome, consumers who have done business with traders in other European countries can contact the ECC, which helps consumers dealing with traders in other European countries. ECC - Iceland contacts the ECC office in the country where the trader is based, puts forward the consumer's demands, and the ECC in the trader's country then contacts the

trader and tries to get the matter resolved for the consumer.

Icelandic residents who have done business with Icelandic traders can always contact the Consumers' Association of Iceland to get help in settling disputes.

### If the ECC's or the Consumers' Association of Iceland's help is not enough

If a trader still denies meeting the consumer's lawful demands after the ECC or the Consumers' Association has worked on the case, it can be sent to the appropriate ADR (Alternative dispute resolution) which rules in the matter. Information on ADR bodies can be found on ECC Iceland's web page [www.ena.is](http://www.ena.is).



## How to complain in person

### Do

1. Stand an arm's length away from the trader
2. Maintain good eye contact
3. Talk clearly and decisively
4. Breathe slow and easy
5. Use your voice reasonably
6. Use open hand gestures
7. Explain the complaint clearly
8. Allow the trader to reply
9. Think before you speak
10. Show respect
11. Be determined
12. Be polite

### Don't

1. Stand too close or too far away
2. Stare angrily
3. Mumble or mutter
4. Hold your breath or breathe shallow
5. Raise your voice or pitch
6. Raise your fist or point your finger
7. Allow the trader to interrupt you
8. Interrupt the trader
9. Allow a misleading reply to distract you
10. Fawn over the trader or nod constantly
11. Be overly emotional or threatening
12. Apologize or minimize the problem