

## MEDIA RELEASE

8 December 2025

### CCS Takes Action against Courts and PRISM+ for Misleading Website Features

1. The Competition and Consumer Commission of Singapore (“**CCS**”) has found that two retailers of consumer electronics and home appliances, Courts<sup>1</sup> and PRISM+<sup>2</sup>, have used website design features that mislead consumers. Courts automatically added unsolicited items into consumers’ shopping carts, while PRISM+ used fake countdown timers and misleading stock indicators to pressure consumers into purchases.

#### “Sneak into Basket” by Courts

2. Following a consumer complaint, CCS investigated and found that Courts engaged in an unfair trade practice by charging consumers for products they never selected. During certain promotion periods, Courts’ website (<https://www.courts.com.sg>) automatically added certain items to consumers’ carts without seeking their consent. For example, an Acer vacuum cleaner was added to a consumer’s cart after that consumer selected an Apple iPad for purchase.<sup>3</sup>
3. This practice puts consumers at risk of unknowingly paying for the unsolicited items if they (a) failed to notice and (b) remove such items before checkout.<sup>4</sup> Despite receiving customer complaints about this practice in as early as 2024, Courts made no changes until CCS intervened in June 2025.<sup>5</sup>
4. Courts has given an undertaking to CCS to cease this practice immediately. In addition to making changes to its website, Courts also agreed to refund customers affected by this unfair trade practice.<sup>6</sup>

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<sup>1</sup> Courts (Singapore) Pte. Ltd.

<sup>2</sup> Prism Tech Private Limited.

<sup>3</sup> Refer to Annex A for screenshots of Courts’ “sneak into basket” conduct on its website.

<sup>4</sup> CCS’s concern does not apply to free gifts that are added to cart, as consumers are not charged for them.

<sup>5</sup> Although Courts refunded these customers, there may be other affected customers who are unaware or have decided not to pursue the matter.

<sup>6</sup> Refer to Annex B for screenshots of the changes that were made to Courts’ carting process.

## “False Urgency” by PRISM+

5. In a separate investigation, CCS identified multiple design features on PRISM+’s website (<https://prismplus.sg/>) that have the effect of creating false urgency in order to pressure consumers into hasty purchases.
6. The problematic features were:<sup>7</sup>
  - a) **Fake countdown timers:** Messages stating “*Popular items are selling fast! Purchase within the next [timer] minutes to secure stock and avoid losing out*” appeared on checkout pages. However, these timers served no technical function, were not linked to any of PRISM+’s inventory systems and simply reset after reaching zero without affecting the checkout process.
  - b) **Misleading stock indicators:** “*In Stock: Running Low*” appeared on product pages on PRISM+’s website even when substantial inventory was still available. For one product, this indicator was displayed even though monthly sales figures represented only 7% of PRISM+’s total available stock. PRISM+ explained that the indicator “*In Stock: Running Low*” is used for any product with inventory levels above 100 units.<sup>8</sup> CCS noted that this threshold was not clearly disclosed to consumers.
  - c) **Unsubstantiated shortage claims:** Statements like “*While other brands are all out-of-stock due to supply chain disruption...*”, and “*There’s an industry-wide shortage and all brands are sold out completely...*” appeared on product pages on PRISM+’s website. When asked by CCS, PRISM+ could not substantiate such statements and claimed that statements were made in the context of the COVID-19 pandemic.
  - d) **Inflated discounts e.g. “Up to 67% off”:** CCS found that for ten products, their discounts against the strikethrough price were listed as “up to 67% off”. However, the maximum discount of 67% was unachievable for these ten products as the actual discounts provided did not amount to 67% of the undiscounted price of the products (i.e. the strikethrough price). For one product, the discount only amounted to 38% of the strikethrough price, in contrast to the 67% off claim.<sup>9</sup> PRISM+ attributed this to technical errors.
7. PRISM+ has rectified these website issues and provided an undertaking to CCS that it will not engage in any unfair trade practices.

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<sup>7</sup> Refer to Annex C for screenshots of the features on PRISM+’s website and the changes made

<sup>8</sup> When the inventory level for a product falls below 100 units, “Few Units Left: Hurry!” will be displayed.

<sup>9</sup> For example, PRISM+ EverShine TMF 420 Refrigerator was priced at \$799 with a strikethrough price of \$1,299. This represented only a discount of 38%, contrary to the displayed “up to 67% off”.

## **Advice to Businesses**

8. Under Singapore's fair trading laws, it is an unfair trade practice for businesses to charge for the supply of unsolicited products, or to make false or misleading claims to pressure consumers into making purchases. Businesses should ensure that consumers agree to the purchase of any product and provide clear disclosure of the price and nature of any add-ons before checkout. Any statements made about products, including those on stock availability or price discounts, should be truthful and factually accurate. Countdown timers should only reflect genuine timelines given to consumers, while stock indicators should be genuine and reasonable.

## **Tips for Consumers**

9. When shopping online, consumers should review their shopping cart for unexpected items, verify that payment amounts match intended purchases, and question the authenticity of urgency claims before making impulse purchases. Consumers may refer to the CCS website<sup>10</sup> for information on identifying and protecting themselves against various false and misleading website design features (otherwise known as "dark patterns").
10. "These two interventions form part of a series of recent enforcement actions taken by CCS against businesses that employ dark patterns to mislead and pressure consumers into unintended purchases," said CCS Chief Executive Mr Alvin Koh. "CCS remains committed to ensuring fair, transparent and honest business practices in the digital space, enabling genuine competition amongst suppliers while empowering consumers to make informed decisions."
11. Members of the public who would like to report cases of unfair trade practices by errant businesses may contact CASE at 6277 5100 (Mondays to Fridays, 9am to 5pm) or via <https://crdcomplaints.azurewebsites.net/>.

-End-

## **Encl.**

Annex A – Screenshots on Courts' "sneak into basket" conduct on its website

Annex B – Screenshots of Courts' cart-out process after changes were made

Annex C – Screenshots of the features on PRISM+'s website and the changes made

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<sup>10</sup> <https://www.ccs.gov.sg/consumer-protection/fair-trading-practices/know-more-about-dark-patterns>

## **About the Competition and Consumer Commission of Singapore**

The Competition and Consumer Commission of Singapore (“**CCS**”) is a statutory board of the Ministry of Trade and Industry. Our mission is to make markets work well to create opportunities and choices for businesses and consumers in Singapore.

CCS administers and enforces the Competition Act 2004 and the Consumer Protection (Fair Trading) Act 2003 to guard against anti-competitive activities and unfair trade practices. Additionally, CCS ensures that businesses observe fair trade measurement practices by administering the Weights and Measures Act 1975, and ensures the supply of safe consumer goods by enforcing and implementing the Consumer Protection (Trade Descriptions and Safety Requirements) Act 1975 and its associated Regulations.

For more information, please visit <https://www.ccs.gov.sg/>.

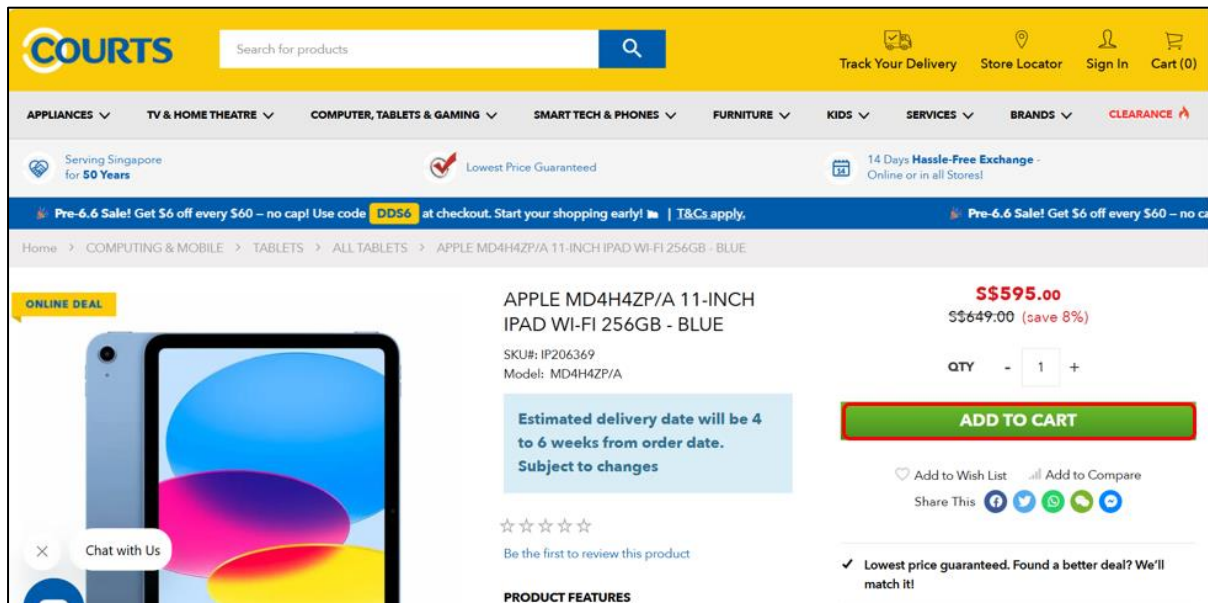
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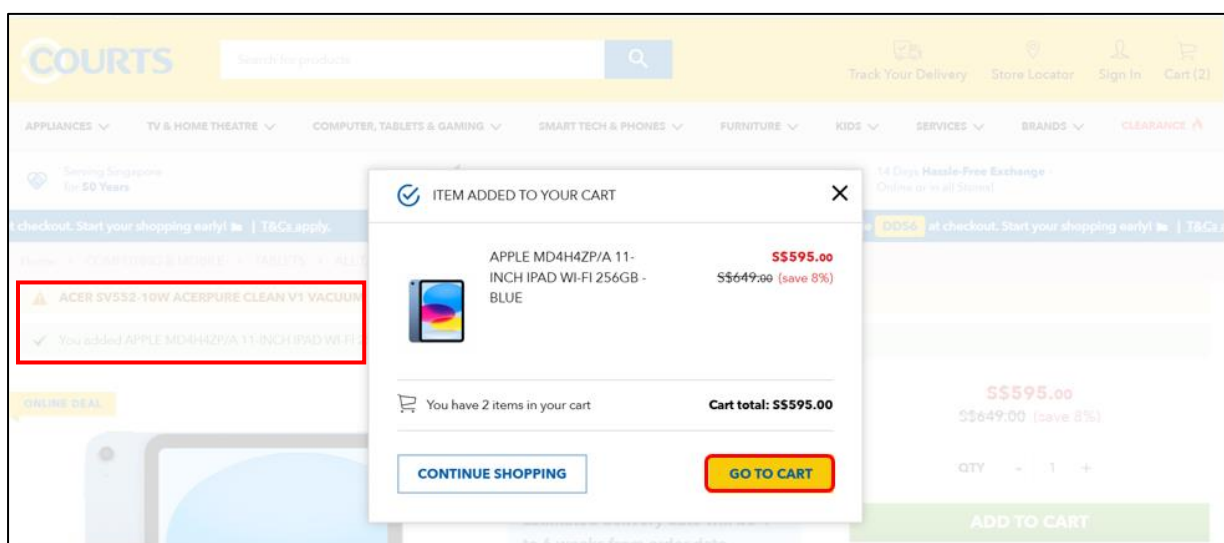
## Annex A – Screenshots of Courts’ “sneak into basket” conduct on its website

The screenshot shows the desktop view of the product landing page for an Apple iPad and the green “add to cart” button outlined in red.



The following screenshot shows what happens when the “add to cart” button is clicked. A window pops up showing that the iPad had been added to cart. Nothing is mentioned about an additional Acer vacuum cleaner being added in the window. The “cart total” also did not include the cost of the Acer vacuum cleaner.

In the background, as outlined in a red box, a ribbon emerges showing that the iPad has been added to cart. Another ribbon also emerges showing that a vacuum cleaner has also been added. However, the ribbons are difficult to notice as the background is whitewashed upon the window pop-up, which also partially obscures the ribbons.



The following screenshot shows what the consumer sees when clicking into the cart. The vacuum cleaner is shown as a “Promotion item” (as indicated in the red box at the top), and its price is included in the order total (as indicated in the red box at the bottom). The consumer may unknowingly pay for the vacuum cleaner if the consumer does not notice and remove it before checkout.

The screenshot displays a shopping cart interface with the following details:

| ITEMS   | ITEM PRICE | DISCOUNTED | QTY | LINE TOTAL |
|---|------------|------------|-----|------------|
| APPLE MD4H4ZP/A 11-INCH IPAD WI-FI 256GB - BLUE<br>SERVICES FOR <a href="#">This Product</a><br><input checked="" type="checkbox"/> Extra Protection<br><input type="checkbox"/> COURTS 3 Yr Warranty for IT for \$S89.25<br><input type="checkbox"/> COURTS 3 Yr Premium Warranty for IT for \$S107.10<br><input type="checkbox"/> COURTS 5 Yr Warranty for IT for \$S107.10<br><input type="checkbox"/> COURTS 5 Yr Premium Warranty for IT for \$S142.80 | \$S595.00  |            | 1   | \$S595.00  |
| ACER SV552-10W ACERPURE CLEAN V1 VACUUM<br>Promotion item   | \$S329.00  | \$S269.00  | 1   | \$S60.00   |

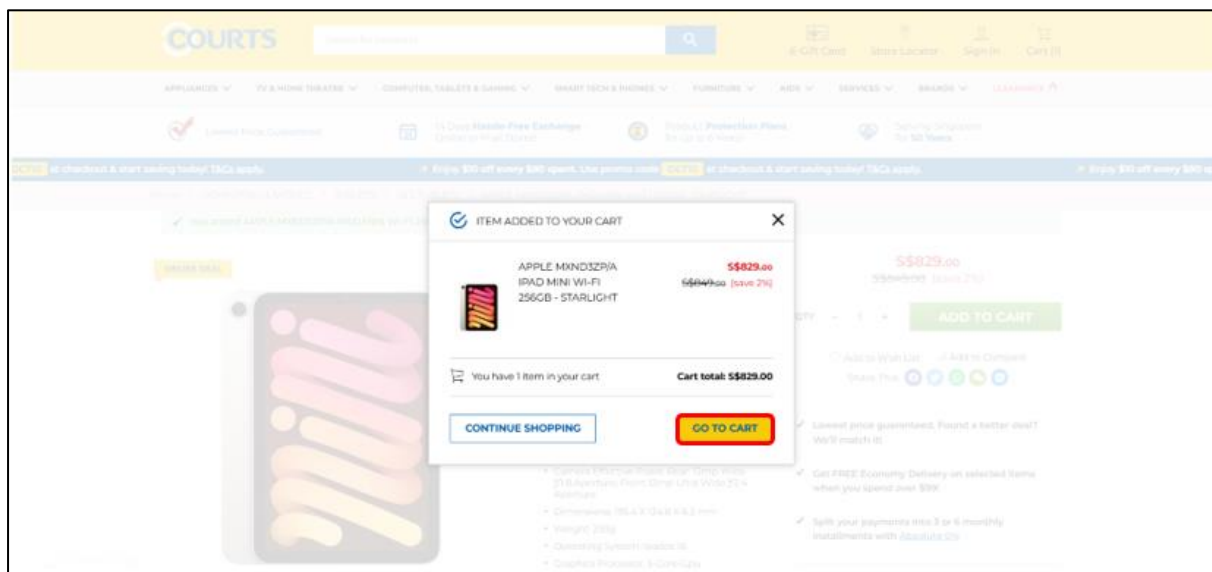
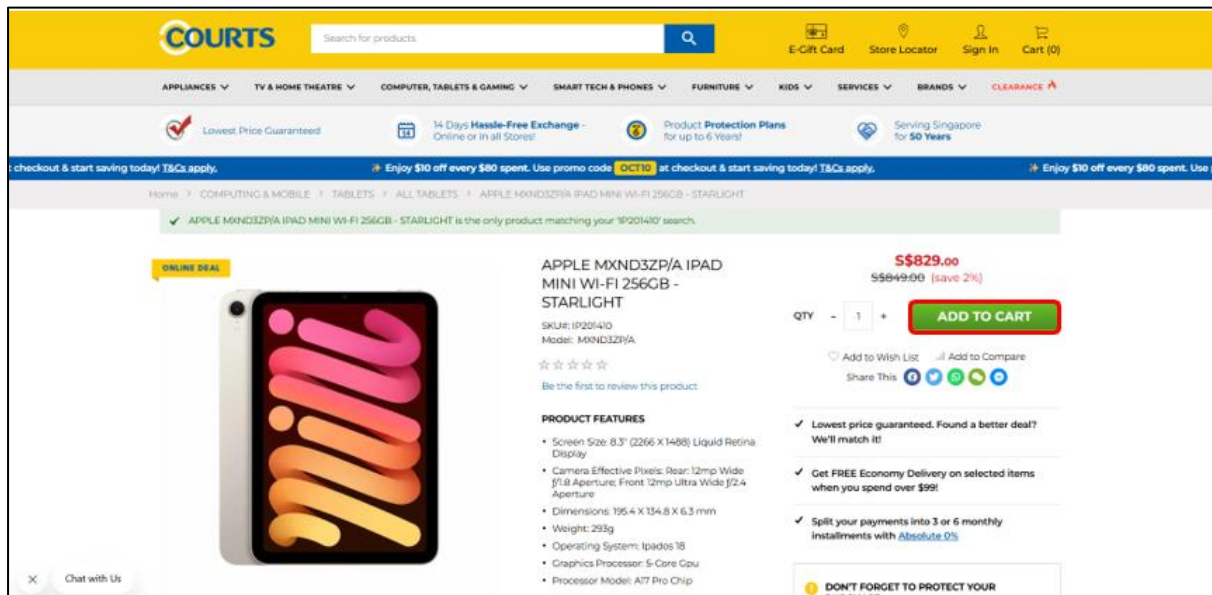
|                              |                  |
|------------------------------|------------------|
| Subtotal                     | \$S924.00        |
| Discount                     | -\$S269.00       |
| Shipping (Estimate)          | Free             |
| 9% GST                       | \$S54.08         |
| <b>ORDER TOTAL INCL. TAX</b> | <b>\$S655.00</b> |

At the bottom, there is a section for promotions: "SELECT YOUR PROMOTION/GIFT PRODUCTS!" with a text input field "Enter promo code" and an "APPLY" button.

Source: CCS captured the screenshots on 29 May 2025.

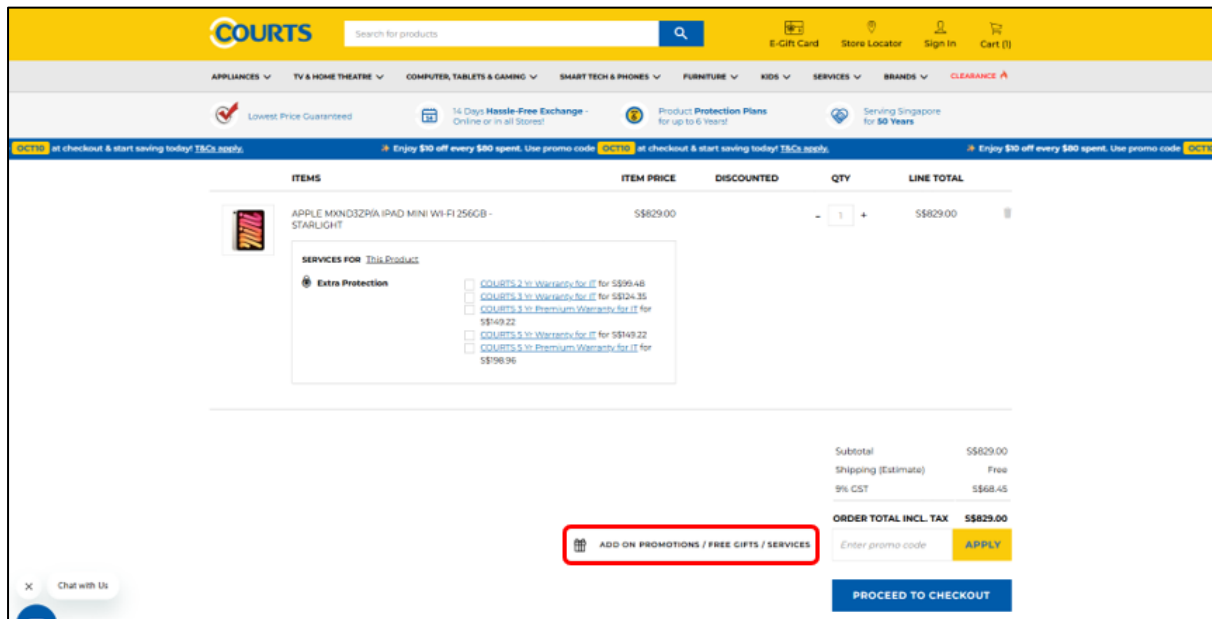
## Annex B – Screenshots of Courts' website after changes were made

The two screenshots below show that when the iPad is added to cart by clicking the “add to cart” (as indicated in the red box), the additional product is no longer automatically added.

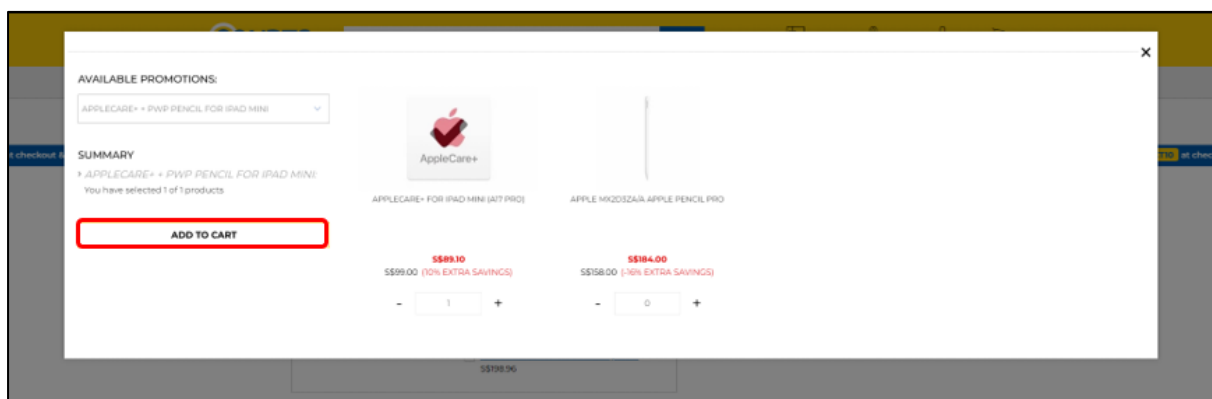
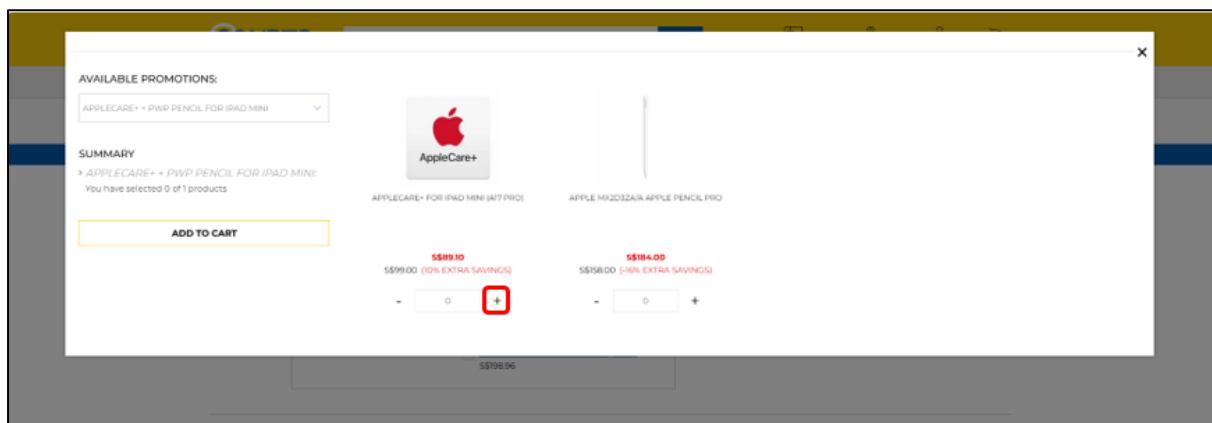




To enjoy any purchase-with-purchase promotion, the consumer can enter cart and click on “add on promotions / free gifts / services” (indicated in the red box).



When the consumer clicks on “add on promotions / free gifts / services”, a window pops up to allow the consumer to select the add-on product and add it to cart.





After the add-on product is added to cart, it will be reflected in the cart with its discounted price added to the order total.

COURTS

Search for products

E-Gift Card

Store Locator

Sign In

Cart (2)

APPLIANCES

TV & HOME THEATRE

COMPUTER, TABLETS & GAMING

SMART TECH & PHONES

FURNITURE

KIDS

SERVICES

BRANDS

CLEARANCE

Lowest Price Guaranteed

14 Days Hassle-Free Exchange  
Online or in all Stores

Product Protection Plans  
for up to 6 years



Serving Singapore  
for 50 Years

at code **WCTEN** at checkout & start saving today! T&Cs apply.

Enjoy \$10 off every \$80 spent. Use promo code **WCTEN** at checkout & start saving today! T&Cs apply.

Enjoy \$10 off every \$80 spent. Use promo code **WCTEN** at checkout & start saving today! T&Cs apply.

APPLECARE+ FOR IPAD MINI (A77 PRO) was added to your shopping cart

| ITEMS  | ITEM PRICE | DISCOUNTED | QTY | LINE TOTAL |
|--|------------|------------|-----|------------|
| <div></div> <div>APPLE MKND32P/A IPAD MINI Wi-Fi 256GB - STARLIGHT</div>  | \$5829.00  |            | 1   | \$5829.00  |
| <div>SERVICES FOR This Product</div> <div><div>Extra Protection</div><div><div><input type="checkbox"/> COURTS 2-yr Warranty for IT for \$599.48</div><div><input type="checkbox"/> COURTS 3-yr Warranty for IT for \$524.35</div><div><input type="checkbox"/> COURTS 3-yr Premium Warranty for IT for \$8149.22</div><div><input type="checkbox"/> COURTS 5-yr Warranty for IT for \$549.22</div><div><input type="checkbox"/> COURTS 5-yr Premium Warranty for IT for \$5398.56</div></div></div>   |            |            |     |            |
| <div></div> <div>APPLECARE+ FOR IPAD MINI (A77 PRO)</div>   | \$599.00   | \$59.90    | 1   | \$589.10   |
| <div><div>Promotion Item</div><div>This item will be fulfilled directly by our supplier.</div><div>SERVICES FOR This Product<ul style="list-style-type: none"><li>If you require disposal, installation or carry up/down service(s), please mention this to our supplier when they contact you to arrange the delivery of your order</li><li>Service charge(s) varies from supplier to supplier and on per item basis</li><li>All payment for the additional service(s) must be made by Cash to our Supplier's appointed delivery contractor</li></ul></div></div> |            |            |     |            |

Subtotal

\$5928.00

Discount

-\$59.90

Shipping (Estimate)

\$55.90

9% GST

\$576.30

ORDER TOTAL INCL. TAX

\$5924.00

ADD ON PROMOTIONS / FREE GIFTS / SERVICES

Enter promo code

APPLY

PROCEED TO CHECKOUT

Chat with Us

Source: CCS captured the screenshots on 30 October 2025.

## Annex C – Screenshots of the features on PRISM+'s website and the changes made

The statement “*Popular items are selling fast! Purchase within the next [timer] minutes to secure stock and avoid losing out*” on the checkout page (as indicated in the red box) was removed of countdown timer and accompanying messages at checkout page.

### Before

**1.1 New Year Sale Extended** | Ends in 3d 9h 14m 58s

PRISM+ | Continue Shopping

**My Shopping Cart** (4items)

⌚ Popular items are selling fast! Purchase within the next **5:00 minutes** to secure stock and avoid losing out.

| PRODUCT  | QUANTITY | TOTAL      |
|--|----------|------------|
| <b>PRISM+ Zero</b><br>Size: System 2 - Indoor unit: 9K/9K, Outdoor unit: 28K | - 1 +    | \$2,499.00 |

**Cart Summary**

Discount Code  **Apply**

Stack a \$300 NEA Climate Voucher with our PRISM+ Vouchers to your order!  
Applicable for purchases of PRISM+ Aircons, Ceiling Fans or Refrigerators, excluding EverShine TMF 530 & PureFresh TMF 530.

**APPLY \$300 CLIMATE VOUCHER**

Subtotal **\$2,499.00**

**ESTIMATED SHIPPING** Calculated at checkout

**CHECKOUT**

Payment Methods

PRISM+ Support

Source: CCS captured the screenshot on 7 January 2025

### After

**Storewide up to 67% off** | Ends in 4d 2h 1m 17s

PRISM+ | Continue Shopping

**My Shopping Cart** (1item)

| PRODUCT   | QUANTITY | TOTAL      |
|---|----------|------------|
| <b>PRISM+ Q65-QE PRO</b><br>Remarks: Delivery & Assembly (Free) | - 1 +    | \$1,249.00 |

**Cart Summary**

Discount Code  **Apply**

Stack a \$400 NEA Climate Voucher with our PRISM+ Vouchers to your order!  
Applicable for purchases of PRISM+ Aircons, Ceiling Fans, Washers or Refrigerators, excluding Dryers, EverShine TMF 530 & PureFresh TMF 530.

**APPLY \$400 CLIMATE VOUCHER**

Subtotal **\$1,249.00**

**ESTIMATED SHIPPING** Calculated at checkout

**CHECKOUT**

Payment Methods

VISA Mastercard Apple Pay atome Grob Pay

Source: CCS captured the screenshot on 17 May 2025

The stock indicator “*In Stock: Running Low!*” on certain product listing pages (as indicated in the red box) was amended to “*In Stock*”.

Before

Stack up to \$1,000 worth of in-store vouchers | Ends in 5d 6h 35m 9s

PRISM+ [Extra \\$300 off with Climate Voucher](#) TV Air Conditioners Smart Locks NEW Fridges NEW Air Purifiers Ceiling Fans Monitors Soundbars Accessories Support

TECH SPECS BUY NOW

### PRISM+ Q55 Ultra

★★★★★ (4.9) 1449 reviews In Stock: Running Low!

**\$1,299** ~~\$999~~

**\$1,999** Up to 67% Off!

4x \$325 w/ [GroB](#) or 3x \$433 w/ [atome](#)

Presenting Q-Ultra series, featuring QLED technology, Dolby Atmos, Dolby vision, HDR10, PRISM+ Support and more. Our top of line QLED series with Google TV. It's where price meets performance.

Select Option

Delivery & Assembly (Free)

Exclusive Soundbar Deals with TV Purchase!  
Add a Dolby Atmos Soundbar to Complete your Cinematic Home

PRISM+ Rhythm  
2.1ch Surround Sound with Dolby Atmos and 240W Peak Power  
PRISM+ Promo Code: **\$249**

HAPPENING NOW

CNYSALE

Source: CCS captured the screenshot on 20 January 2025.

After

Storewide up to 67% off | Ends in 3d 6h 1m 0s

PRISM+ [Extra \\$400 off with Climate Voucher](#) TVs Air Conditioners Laundry NEW Smart Locks NEW Fridges NEW Air Purifiers Ceiling Fans Monitors Soundbars Accessories Support

TECH SPECS BUY NOW

### PRISM+ Q55 Ultra QLED+

4K AI Google TV In Stock!

★★★★★ (4.9) 1582 reviews

**\$1,299** ~~\$868~~

**\$1,999** Up to 57% Off!

4x \$325 w/ [GroB](#) or 3x \$433 w/ [atome](#)

Unleash cinematic brilliance with the Q-Series Ultra and its advanced 4K QLED+ panel—powered by Dolby Vision®, AI processor, Dolby Atmos®, dbx-tv® audio, and 120Hz for ultra-smooth gaming.

Select Option

Delivery & Assembly (Free)

Exclusive Soundbar Deals with TV Purchase!  
Add a Dolby Atmos Soundbar to Complete your Cinematic Home

PRISM+ Flow  
3.1ch Soundbar with Dolby Audio 350W **\$308**

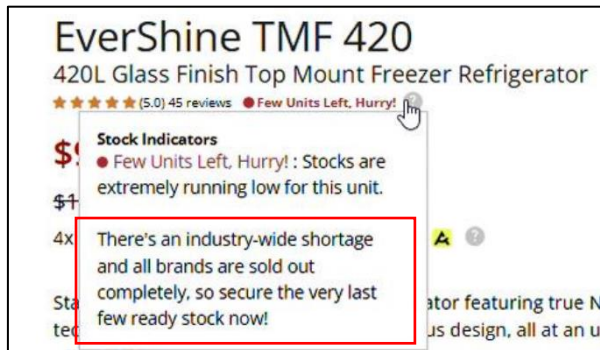
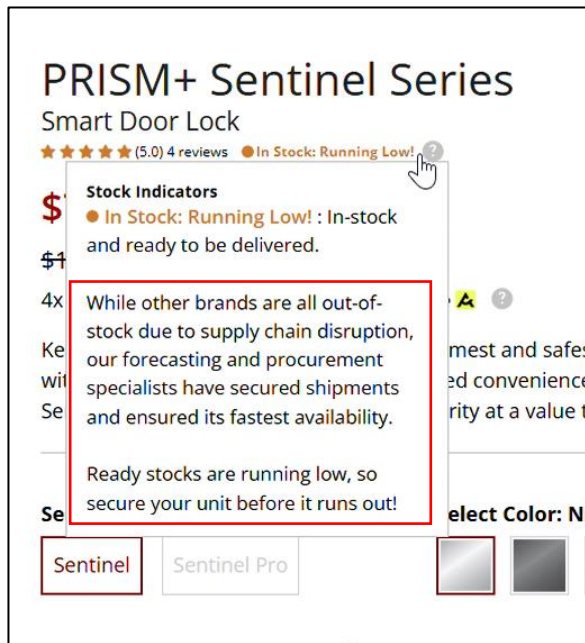
HAPPENING NOW

8.8 NATIONAL DAY SALE

Source: CCS captured the screenshot on 7 August 2025.

Hovering the mouse over the tooltip beside the stock indicator shows a pop up with the statement: **“While other brands are all out-of-stock due to supply chain disruption...”** or **“There’s an industry-wide shortage and all brands are sold out completely...”** (indicated in red boxes). The full statements have since been removed.

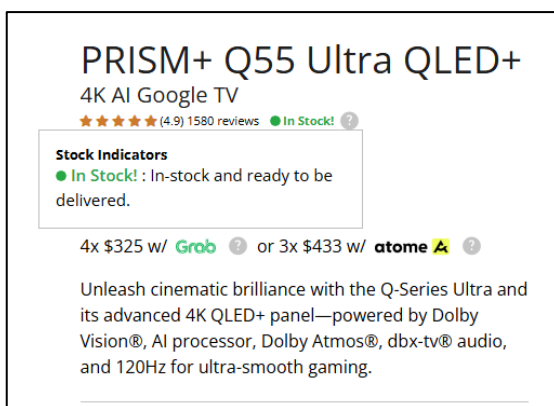
#### Before



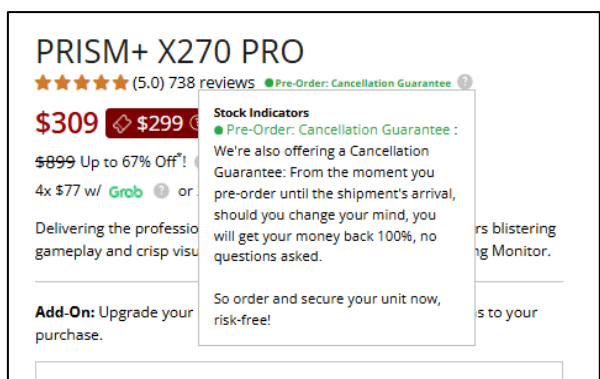
Source: CCS captured the screenshot on 23 February 2025

Source: CCS captured the screenshot on 20 March 2025

#### After



Source: CCS captured the screenshot on 6 August 2025



Source: CCS captured the screenshot on 24 November 2025

**‘Up to 67% off’** was displayed for ten products beside their strikethrough prices. This is incorrect as the actual percentage discounts achievable for these products are less than 67%. For example, for PRISM+ Oasis (shown in the screenshot below), the offer price (with the use of a voucher) is \$349. Compared to the strikethrough price of \$599, the maximum discount would be 42%, which is 25% lower than the claimed discount of “Up to 67% off”.

The affected products are the Q65 Ultra QLED+ TV, PRISM+ X340 Pro 180Hz, Oasis Ceiling Fan (Smart Model), Q55 Ultra QLED+ TV, Q43 QE TV, C270 Monitor, X240 Monitor, X270 Monitor, EverShine TMF 420 Refrigerator, and the EverShine TMF 530 Refrigerator.

The percentage discount shown in “Up to 67% Off!” has since been corrected for the ten products.

### Before

The screenshot shows a product page for the PRISM+ Oasis ceiling fan. At the top, a blue banner reads "Storewide up to 67% off" with a countdown timer "Ends in 4d 9h 52m 27s". Below the banner, a navigation bar lists various product categories: PRISM+, Extra \$400 off with Climate Voucher, TVs, Air Conditioners, Laundry, Smart Locks, Fridges, Air Purifiers, Ceiling Fans, Monitors, Soundbars, Accessories, and Support. A secondary bar contains buttons for "BUYING GUIDE", "TECH SPECS", "CHAT NOW", and "BUY NOW".

The main product section features three small images of the fan on the left and a large image of the fan in the center. To the right of the images, the product name "PRISM+ Oasis" is displayed with a 4.9-star rating from 2979 reviews. The price is shown as \$449, with a strikethrough price of \$599 and a voucher price of \$349. A red box highlights the text "Up to 67% Off!". Below the price, it says "From 3x \$117 w/ atome or 4x \$88 w/ Grob".

The description states: "Turn your living space cool and comfortable with the PRISM+ Oasis ceiling fan, available with 6 speed selection and integrated dimmable lights." A disclaimer follows: "Disclaimer: Please note that actual product colors may vary slightly from those displayed on our website."

Below the description, there are selection options: "Select Model" with "Smart" and "Standard" buttons, "Select Size" with "46\" and "52\" buttons, and "Select Motor-LED Housing Colour: Matte Black" with three color swatches (black, white, and red).

At the bottom left, there is a blue bar with the word "EXTENDED" in yellow.

Source: CCS captured the screenshot on 20 March 2025.

After

Stack up to \$1,000 worth of in-store vouchers

Ends in 3d 10h 43m 12s

PRISM+ \$400 off with Climate Voucher

TV

Monitor

Air Conditioner

Fans

Vacuum NEW

Laundry NEW

Fridge NEW

Smart Lock

Air Purifier

Soundbar

Accessories

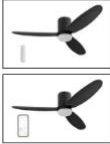
Support


BUYING GUIDE


TECH SPECS

CHAT NOW

BUY NOW







PRISM+ Oasis

★★★★★ (4.9) 3142 reviews In Stock

\$449

\$349

\$0

\$599

Up to 42% OFF!

From 3x \$117 w/ **atome** or 4x \$88 w/ **Grab**

Turn your living space cool and comfortable with the PRISM+ Oasis ceiling fan, available with 6 speed selection and integrated dimmable lights.

Disclaimer: Please note that actual product colors may vary slightly from those displayed on our website.

Select Model

Smart

Standard

Select Size

46"

52"

Select Motor-LED Housing Colour:Matte Black

EXTENDED

10.10 SALE

STACKABLE CLIMATE VOUCHER!

Maximize savings by stacking PRISM+ vouchers with your \$400 climate vouchers

Climate Vouchers

PROMO CODE:

\$400 OFF CLIMATE400

Source: CCS captured the screenshot on 21 October 2025.