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Consumer Protection



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Standards of Conduct

All natural gas direct marketers must follow standards of conduct. It is an offence under the Fair Trading Act if they do not.

- Gas marketers cannot collect a fee or other charge from you until the gas is delivered.
- A direct marketing contract between you and a marketer can only be renewed with your written consent given within six months before the date of renewal. You should not sign the disclosure statement until you have read it and it has been correctly filled in.

Natural gas marketers must follow the code of conduct shown below.

Code of Conduct

When first contacting a core consumer, a gas marketer that is an individual, must:

- truthfully inform you of their identity as a gas marketer and show you an identification card. This card must show the name of the person, the name, address and license number of the marketer, and be signed by the authorized company representative, and
- indicate that the gas marketer is soliciting you for the purpose of marketing gas.

Gas marketer must not:

- abuse your trust or exploit your fear or lack of

Who are Core Consumers?

Core consumers are residential gas consumers, commercial consumers such as stores and office buildings, and institutional consumers such as schools and universities.

Most households and small businesses in Alberta are core consumers. The consumer protection provisions outlined on this page apply to core consumers of natural gas.

Consumers who use natural gas in industrial or

- experience or knowledge;
- exert undue pressure on you, and must allow you sufficient time to read thoughtfully and without harassment all documents the gas marketer provides you and accept your refusal of further discussion;
- make any representation or statement or give any answer or take any measure that is not true or is likely to mislead you;
- make any verbal representations to you regarding contracts, rights or obligations that are not contained in written contracts;
- induce you to breach a contract with another person;
- be intrusive and must not contact you between the hours of 9 p.m. and 8 a.m. to solicit you to enter into direct marketing contracts;
- make any representation that savings, price benefits or advantages exist if they do not exist or if there is no evidence to substantiate the representation;
- give, in any representation, less prominence to the total price of gas or services than to the price of any part of the gas or services;
- use print that due to its size or other visual characteristics is likely to materially impair the legibility or clarity of documents the gas marketer provides you; and
- make a copy of or keep the original of your gas bill.

Gas marketers must:

- use only timely, accurate, verifiable and truthful comparisons;
- ensure that all descriptions and promises made in promotional material are in accordance with actual conditions, situations and circumstances existing at the time the description or promise is made; and
- ensure that all data referred to is properly established and reliable and supports any claim for which the data is cited.

A breach of the code of conduct may occur in the course of inducing you to enter into a direct marketing contract, even if a direct marketing contract is not entered into or is not completed.

manufacturing operations such as factories, oil refineries, etc. are not core consumers. The term also does not apply to consumers who can replace natural gas with a backup energy source (many hospitals have this capability).

The definition of a core consumer can be found in the Gas Utilities Core Market Regulation. If you are unsure about your eligibility as a core consumer, please contact [Alberta Government Services](#). Call 427-4088 in Edmonton and 1-877-427-4088 toll free anywhere in Alberta.

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