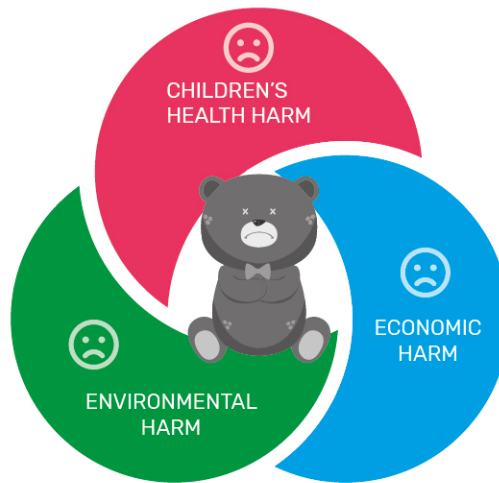


Counterfeit toys are a threat to health, the environment and society



Economic and social consequences for

original toy



counterfeit toy



1. Toy companies



2. Other companies



Primary sector



Secondary sector



Tertiary sector



3. Administration



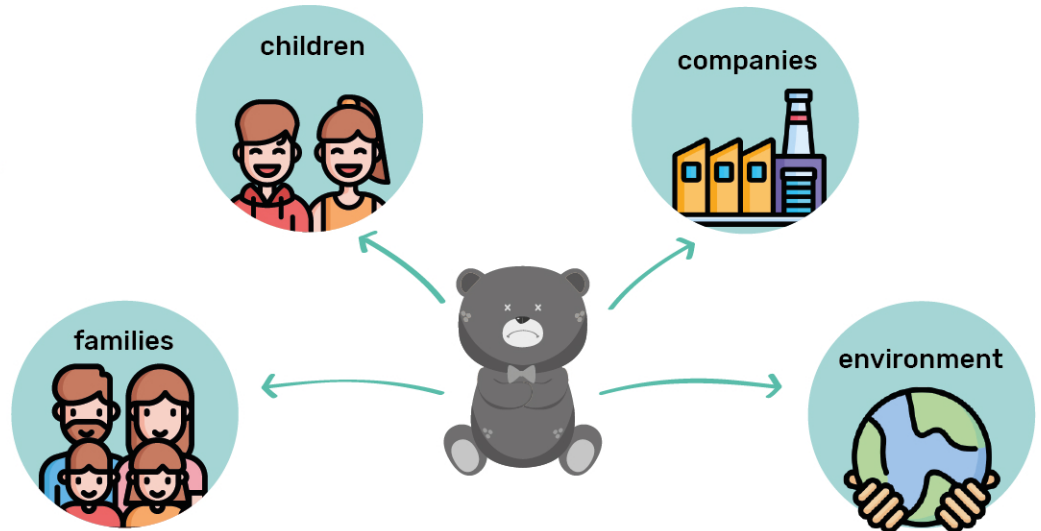
4. Families



Other serious crimes are associated with intellectual property. Some organised crime groups counterfeit products to earn money which is destined to other kinds of crime, such as drug smuggling or terrorism.



Who are the victims of intellectual property crimes?



What can you do as a consumer?

As consumers, our decisions can change things, by choosing original toys which are safe and respectful towards the environment.

When we make decisions, choosing what we purchase, we are also choosing safety, health and a better world for everyone.

Did you know that the online market has become the main distribution channel for counterfeit products? When shopping online, don't forget to use the super tip of the **3Ps**.

PRICE, PRODUCT AND POINT OF SALE.



Price. If it is too cheap to be true, be wary...



Product. Look closely at the product and the packaging, and especially look for the contact details of the company responsible for the product. If you see texts that are badly written or in an unfamiliar foreign language, it may be a counterfeit.



Point of sale. We recommend that you choose a trusted site and brand. In the case of online shopping, make sure that the website is not fake and the payment method is secure.

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