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To Google Shopping

C/- Google Legal BY EMAIL: google-legal-support@google.com

COMPLAINT REGARDING GOOGLE SHOPPING

I refer to Google permitting Bloomex Pty Ltd (Bloomex) to appear on the Google Shopping platform **without** complying with Google Shopping Policies that include the following :

Policy 1.

<https://support.google.com/merchants/answer/6150127?hl=en>

“Google doesn't want users to feel misled by the content promoted in Shopping ads, and that means being upfront, honest, and providing them with the information that they need to make informed decisions. For this reason we don't allow the following:

- *Promotions that prompt users to initiate a purchase, download, or other commitment without first providing all relevant information and obtaining the user's explicit consent*
- *Promotions that represent you or your products in a way that is not accurate, realistic, and truthful”*

Policy 2.

<https://support.google.com/merchants/answer/2948694?hl=en>

“We want everyone to have a safe and positive experience when visiting Google and our partner sites....”

The complaints against Bloomex :

1. Upon a typical Google search for a “florist” or for “flowers” in particular cities, towns and suburbs across Australia, there are tens of hundreds and potentially many thousands of Google Shopping publications available, that misrepresent Bloomex to be a florist at those particular cities, towns and suburbs when it is not a florist that is located at any of those particular cities, towns and suburbs, save for where it has its servicing operations as per: <https://bloomex.com.au/contact/>
2. Published on the Bloomex Terms & Conditions at : <https://bloomex.com.au/terms-and-conditions/> it is represented that the Bloomex delivery is made “*Same Day Delivery*”, “*Next Day Delivery*” and “*Standard Delivery*” and further represents that all deliveries are made by “*our couriers*” while failing to disclose that delivery is made by Australia Post together with the normal delays that can be associated with this postal service for which Bloomex charges \$14.95. A fee of \$5.00 is added for the *Same Day Delivery* option.

3. Bloomex represents that it is “Australia’s Official Florist” at: <https://bloomex.com.au/about-bloomex/> (and elsewhere), without referring to any entity or authority that provided this accreditation. It is alleged that Bloomex has given itself this accreditation, without explaining this to consumers, thus potentially causing consumers (including Google Shopping consumers) to be misled.

Evidence of these matters and more, can be found at <https://FlowerFraud.com>

Further, I allege that this Bloomex behaviour not only contravenes the said Google Shopping Policies, but also contravenes Australian Consumer Law.

I have requested Bloomex to explain its behaviour by way of the following inquiries:

- How on earth can Bloomex or anyone, think that it is appropriate to mail out perishable flowers in a box and expect the flowers to arrive expeditiously in an unspoilt condition?
- How does mailing the flowers out work with the following offer on its website?
"Bloomex offers Same Day Flower Delivery across Australia 24/7"
- Where on the Bloomex website or during the order process, does Bloomex declare that flowers are to be mailed out in a box?
- Who gave Bloomex the title “Australia’s Official Florist”, was it Bloomex?

Bloomex has not responded to my inquiries.

[Dun & Bradstreet](#) models Bloomex to have a revenue of \$9.21 million USD, and no doubt a substantial component of that revenue flows to Google for its Google Shopping services. As such an inference could be drawn that Google is turning a blind eye to contravention of its policies in order to maintain the Bloomex revenue.

I trust you will respond to my complaint, otherwise I will have to invite Google Australia Pty Ltd to provide an explanation and perhaps even go higher to a court of competent jurisdiction as I believe Google and Bloomex behaviour to be a matter of Public Interest.

Your faithfully



Gordon Craven

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• <https://FlowerFraud.com>