Competition encourages businesses to improve and innovate, for the benefit of their customers. Competition law makes sure businesses are competing on a level playing field and are protected from others acting unfairly.

THE THREE MOST DAMAGING BEHAVIOURS YOU NEED TO WATCH OUT FOR

**DIVIDING UP AND SHARING MARKETS**
Agreeing not to go after a competitor’s customers, or deciding which territories each business will ‘take’. This can lead to less choice and prices may be higher. Victims will often be other businesses, who end up overpaying or getting a lower quality service as a result.

**BID–RIGGING AND DISCUSSING TENDERS**
Agreeing with other businesses how much you will bid in a tender, and who will have the lowest bid so that they win the contract. This deceives buyers into thinking they’ve got a good price, when it could have been much lower if the businesses had been genuinely competing. In public contracts for goods and services, this can mean a waste of tax-payers’ money.

**PRICE–FIXING**
Agreeing with competitors what price you will charge to avoid having to compete with each other. This can mean higher prices and customers - who will often be other businesses as well as consumers - end up overpaying for what they get.

OTHER THINGS TO WATCH OUT FOR

- **Suppliers forcing retailers to sell at a certain price**
- **Sharing sensitive commercial information**
- **Businesses abusing their dominant position in a market**

**WHY IT MATTERS**
Doing any of the activities listed here could end up breaking competition law, which has serious consequences.

Businesses can face big fines and individuals can be banned from running a company and can even go to jail.

**HOW TO REPORT ILLEGAL ACTIVITY**
Use the online reporting form or call the Cartels Hotline on **020 3738 6888** to report the 3 behaviours above. You could even earn a reward for supplying information.

If you’ve been involved yourself, confess it to the **CMA first** and you could avoid going to jail or paying any fines: call **020 3738 6833**

To find out more about how competition law can affect your business, visit www.gov.uk/cma/competing-fairly-in-business