

Facebook TF Report Submission #1 [04/10/2025]

Case Number: 19963510

Service:

Facebook Core ▾

Reporting Reason:

Fraud & Deception ▾

Please specify your reporting reason(s):

The reported Facebook page is impersonating Praktiker Hellas and running sponsored posts that advertise DeWalt products while redirecting users to an external domain (e.g., mersalo.site/...) that is unrelated to the official Praktiker channels. The page's comment threads show clear signs of coordinated inauthentic engagement: multiple newly created, content-empty accounts posting near-identical, machine-translated-style testimonials ("I bought it too-not a scam") to fabricate social proof. This combination of brand impersonation, deceptive advertising, and manipulated engagement is likely to mislead average users into believing the page is an official Praktiker property and to submit payment card details and personal data off-platform, exposing them to financial fraud and identity theft.

Please attach the valid document related to your report:

[\[Attached PDF\]](#)

Please submit the URLs below (max 20):

<https://www.facebook.com/profile.php?id=61577587982401>
https://www.facebook.com/permalink.php?story_fbid=pfbid02DUjp39Zd2f3WiYyNtmepEpg35YcMmW17XEufN9BwEKbhr1iH1sWbNHakoNNjx6TTI&id=61577587982401
https://www.facebook.com/permalink.php?story_fbid=pfbid02pzXu7fcs1Ti9D58LGnyb76qnrFz pYyQtcVrTGGUNeEtwsyn4Yr46vpDzQap3oPScI&id=61577587982401
https://www.facebook.com/permalink.php?story_fbid=pfbid021sfDp78bVBrG5EdkJCLj8yuFN3Hg1XpnBM1W6BahbBMnNgdQuQtb91T27G5hkAQ8I&id=61577587982401
https://www.facebook.com/permalink.php?story_fbid=pfbid02N4B2iJP3kfNX3JPZhYGq4tCx7y rJg1DQzdBxcdSLrWAFNqjJeJEVahg3HhMGwSyGI&id=61577587982401
https://www.facebook.com/permalink.php?story_fbid=pfbid0xrABeRGmbc7kisZXMHRpEyagH GBvaeBuB33zhZiMtFbfpWukG1GdZuYduqqCGnm2l&id=61577587982401
https://www.facebook.com/permalink.php?story_fbid=pfbid02YGxzaP5iwbZSAQ7vwJfm2Jqhj

1.3 Misleading actions about trader identity, origin and endorsements

A practice is misleading if it deceives about:

(a) the existence or nature of the product; (b) main characteristics... geographical or commercial origin, expected results; (f) the nature, characteristics, and rights of the supplier... identity, status, approval, partnership, connection.

It is also misleading when it creates confusion with a competitor's trademarks/trade names.

- Greek Law 2251/1994, Art. 9d(1)(a),(b),(f) & Art. 9d(2)(a)

1.4 Black-list misleading practices (always prohibited)

- *Claiming that the supplier or a product is endorsed/certified/licensed by a public or private entity when it is not, or contrary to the conditions of such endorsement.*
- *Falsely representing oneself as a consumer / creating the impression the supplier is not acting for business purposes (fake testimonials/avatars).*

- Greek Law 2251/1994, Art. 9f(d) & Art. 9f(λ)

2. Trademark Infringement & Brand Impersonation (use of “Praktiker” brand assets to pass off as the official Greek retailer)

Relevant laws: Greek Law 4679/2020 (Trademarks)

2.1 Exclusive rights & prohibition of unauthorized use

The registered trademark owner has the right to prohibit any third party from using, in the course of trade and without consent, an identical or similar sign for identical/similar goods/services where there is a likelihood of confusion/association, and even for dissimilar goods where the mark has a reputation and the use takes unfair advantage of or is detrimental to it.

- Greek Law 4679/2020, Art. 7(3)(a)-(c), (4)(g)

2.2 Civil enforcement

The rightholder may seek cessation, seizure/withdrawal of infringing goods/materials, destruction, and injunctions with monetary penalties.

- Greek Law 4679/2020, Art. 38(1)-(4).

2.3 Criminal provisions

Knowingly using another's trademark (or circulating/importing goods bearing it) is punishable by imprisonment and fines; higher penalties apply for

commercial-scale/professional infringement.

- Greek Law 4679/2020, Art. 45(1)-(2).

3. Misleading Omissions & E-Commerce Transparency (hidden trader identity; off-platform sales funnel to non-Praktiker domain)

Relevant laws: Presidential Decree 131/2003 (e-commerce); Greek Law 2251/1994 (Consumer Protection)

3.1 Mandatory identification in commercial communications

Commercial communications that are information society services must be clearly identifiable and the natural or legal person on whose behalf the communication is made must be clearly identifiable; offers/competitions must have clear, easily accessible terms.

- PD 131/2003, Art. 5(a)-(d).

3.2 Information duties in distance contracts / invitations to purchase

Before binding a consumer, the supplier must provide, inter alia, identity and geographical address, contact details, total price (incl. taxes/charges), payment/delivery arrangements, withdrawal rights, etc. Failure constitutes a misleading omission.

- Greek Law 2251/1994, Art. 3b(1); Art. 9e(1)-(5).

4. Inauthentic Reviews / Coordinated Deceptive Endorsements (bot-style testimonials used as fabricated social proof)

Relevant laws: Greek Law 2251/1994 (Consumer Protection)

- *Suppliers providing product reviews must disclose whether and how they verify authenticity.*

- Art. 9e(6)

- *Always prohibited: (λγ) claiming reviews come from real consumers without taking reasonable steps to verify; (λδ) submitting/commissioning false consumer reviews or endorsements or distorting them to promote products.*

- Art. 9f(λγ), 9f(λδ).

5. Computer-Enabled Fraud / Phishing (collection of card data on a deceptive off-platform page)

Relevant laws: Greek Law 4619/2019 (Penal Code)

- *Computer fraud: causing property damage with intent to gain unlawful benefit by influencing data-processing (e.g., using incorrect/incomplete identity data; unauthorized data input/alteration/transmission).*

- Art. 386a(1)

- *Fraudulent inducement of damage: persuading someone to act/omit through false representations, causing property damage.*

- Art. 389