Improving Recall Effectiveness
A Legal Perspective

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This presentation is not intended to constitute legal advice

Everyone has a right to justice and for their voice to be heard
What are the consequences of failure to recall or a poorly orchestrated recall?

Example – House Fires

According to the London Fire Brigade, there is nearly one fire a day in London related to white goods.

Cost of dealing with them = £118 million

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Consequences for the Consumer

1. Loss of home / displacement
2. Loss of possessions
   - personal docs e.g. passport, bank details etc
   - special memories e.g. family photos
3. Physical injury or death
4. Psychiatric injury – anxiety / depression / PTSD
5. Stress – Marriage break up, poor performance at work / school

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Consequences for the Manufacturer / Supplier

- Products remain in use – a continuing risk
- Brand Damage – adverse publicity, loss of confidence of consumers / retailers
- Legal issues
  - Civil claims and or / criminal investigation
  - Liability for damages / fines
  - Inquests
- Loss of time – time to deal with regulators, insurers, lawyers, 3rd parties

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Solutions

• Get it right first time
• If a problem emerges, act quickly
• Change of mind-set – don’t have a defeatist attitude – think big
• Implement the recommendations set out by Lynn Faulds-Wood