



Department of Government Services

Consumer Affairs Victoria

www.consumer.vic.gov.au

Our ref: LV0963-02283

PUBLIC WARNING

I, Rhys Benny, Acting Director of Consumer Affairs Victoria, issue this public warning under section 228 of the *Australian Consumer Law and Fair Trading Act 2012* in respect of Wise Tech Services Pty Ltd (ACN: 667 832 377) trading as Pick & Lock (Pick & Lock).

Pick & Lock is a Victorian based company which refers consumers to locksmith technicians for services including emergency lockouts, lock replacements, and general residential locksmith services. Pick & Lock engages with consumers through its website www.pickandlock.com.au.

In 2024, Consumer Affairs Victoria received 109 consumer contacts in relation to Pick & Lock's services. Consumers alleged they were lured into engaging with Pick & Lock after being attracted by low advertised pricing starting from \$45, promising this was the 'cheapest rate' in Melbourne and/or Sydney. However, after services were received, consumers were invoiced well beyond expected costs. One consumer was provided a fee estimate of \$300 and later invoiced \$840, while another received a fee estimate of \$500 and was later invoiced \$999. Of the contacts received, not a single consumer was charged Pick & Lock's advertised price.

Pick & Lock have supplied services in an unsatisfactory manner with consumers alleging a pattern of:

- making false or misleading representations with respect to the price of services;
- making false or misleading representations concerning the need for any goods or services;
- using undue harassment or coercion in connection with the payment for goods or services; and
- failing to adequately respond to consumer complaints.

I have decided to issue this public warning because I am satisfied it is in the public interest to do so.

I urge consumers to be cautious about engaging Pick & Lock through its www.pickandlock.com.au website for locksmith goods and services and encourage current customers to be wary of engaging further with Pick & Lock.

If you have any concerns in relation to Pick & Lock, or www.pickandlock.com.au, you are encouraged to contact Consumer Affairs Victoria on 1300 55 81 81 or by emailing consumer@dgs.vic.gov.au

DATED: 21/01/2025

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Rhys Benny
Acting Director, Consumer Affairs Victoria

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