

COMPLIMENTARY WEBINAR

# NAVIGATING THE END OF U.S. DE MINIMIS: TURNING REGULATORY CHANGES INTO OPPORTUNITIES

Date: Tuesday, September 30, 2025

Time: 11:00 AM EST

**DHL Express – Excellence. Simply delivered.**



# SPEAKER BIOS



**PAMELA DUQUE**

Manager,  
Regional Communications  
& Sustainability Americas  
DHL Group



**MARIA FERNANDA FONT**

Vice President,  
Customs & Regulatory Affairs,  
DHL Express Americas



**ALICIA REITANO**

Sr. Director,  
U.S. Operations Quality  
and Customer Operations  
DHL Express, U.S.

# DISCLAIMER

- While we have made every attempt to ensure that the information contained herein has been obtained, produced and processed from sources believed to be reliable, no warranty, express or implied, is made regarding the accuracy, adequacy, completeness, legality, reliability or usefulness of such information.
- All information contained herein is provided on an "as is" basis.
- In no event will DHL Express, its related partnerships or corporations under the DHL Group, or the partners, agents or employees thereof be liable to you or anyone else for any decision made or action taken in reliance on the information contained herein or for any consequential, special or similar damages, even if advised of the possibility of such damages.

# U.S. CUSTOMS REGULATORY CHANGES

## OVERVIEW OF CHANGES

### DE MINIMIS

As of May 2, 2025, the \$800 de minimis was **effectively eliminated for shipments containing products made in China/Hong Kong** consequently subjecting these shipments to all applicable duties and Informal/Formal entry.

As of **August 29, 2025**, the \$800 de minimis is **effectively eliminated for all countries**. This means that all shipments, regardless of their value or country of origin, will be subject to all applicable duties and Informal/Formal entry, unless shipped via the international postal network, which shipments are subject to a separate tariff calculation (see below).

---

### NEW TARIFFS

- 1. EEPA:** (International Emergency Economic Powers Act). Broad authority to regulate imports **in response to a declared national emergency**.
  - **IEEPA Opioid:** Tariffs imposed in response to a national emergency caused by the public health crisis resulting from the illicit flow of synthetic opioids to the U.S. Applicable to certain countries (CN, CA, MX).
  - **IEEPA Reciprocal:** Tariffs imposed in response to a national emergency caused by trade deficits. Applicable to all countries.
  - **IEEPA Adjusted Reciprocal:** Reciprocal tariff rate level adjusted for a specific country in response to a particular circumstance with such country. Applicable to certain countries.
  - **IEEPA Additional:** Additional IEEPA tariff imposed to a specific country. Applicable to certain countries.
- 2. Section 232** of the Trade Expansion Act 1962: authority to impose restrictions on goods imported into the US if determined, following an investigation, that the quantity or other circumstance of those imports threaten to impair US national security.



# U.S. CUSTOMS REGULATORY CHANGES

## IMPACT

### IMPACT OF DE MINIMIS SUSPENSION

<b>\$800 De Minimis (DM)</b>	<ul style="list-style-type: none"> <li>▪ <b>No longer available for any shipment containing goods made in any country of the world</b> (including shipments sent through the postal network)</li> </ul> <p><b>NOTE:</b></p> <ul style="list-style-type: none"> <li>▪ Duty-free treatment remains available for <b>shipments valued up to \$100</b> (\$200 in the case of articles sent from the Virgin Islands, Guam, and American Samoa) sent as <b>bona fide gifts</b> from person to person.</li> <li>▪ <b>Exclusions:</b> alcohol, tobacco (cigars, cigarettes, etc.), meat, poultry and egg products, fresh fruits &amp; vegetables, cosmetics and other items regulated by the FDA.</li> </ul>
<b>Informal Entry</b>	<ul style="list-style-type: none"> <li>▪ All shipments valued \$1 to \$2,500, unless sent via international postal network</li> <li>▪ Subject to applicable Duties &amp; Taxes according to HTSUS</li> </ul>
<b>Formal Entry</b>	<ul style="list-style-type: none"> <li>▪ Shipments valued above \$2,500</li> <li>▪ Subject to applicable Duties &amp; Taxes according to HTSUS</li> <li>▪ Requires Ultimate Consignee Tax ID</li> </ul>

### POSTAL SHIPMENTS

As of August 29, 2025, subject to the IEEPA Tariff rates only (no other duties, taxes or fees applied), determined by the country of manufacture of the products, or a flat fee per package ranging from \$80 to \$200, which applies regardless of the product's value, also determined by the country of manufacture.



# U.S. CUSTOMS REGULATORY CHANGES

## CURRENT TARIFFS

### TARIFFS BASED ON COUNTRY OF ORIGIN OR PRODUCT SPECIFICATION

<b>General Duty Rate (GDR)</b>	Rate varies according to product classification
<b>Section 301</b>	For China made products. Rate varies according to product classification – most products subject to 7.5% or 25%, but some higher
<b>IEEPA tariffs</b>	<ul style="list-style-type: none"> <li>▪ <b>China/Hong Kong:</b> 20% IEEPA Opioid + 10% IEEPA Reciprocal (to increase to 34% November 10)</li> <li>▪ <b>Canada:</b> 35% IEEPA Opioid for non-qualifying USMCA products (10% energy products)</li> <li>▪ <b>Mexico:</b> 25% IEEPA Opioid for non-qualifying USMCA products</li> <li>▪ <b>EU/JP:</b> 15% IEEPA Reciprocal including GDR (Products subject to the higher of 15% or the applicable GDR)</li> <li>▪ <b>Brazil:</b> 10% IEEPA Reciprocal + 40% IEEPA Additional</li> <li>▪ <b>India:</b> 25% IEEPA Reciprocal + 25% IEEPA Additional</li> <li>▪ <b>ROW:</b> IEEPA Adjusted Reciprocal for specific countries <a href="#">listed here</a>. If the country is not listed, a 10% IEEPA Reciprocal rate applies</li> </ul>
<b>Section 232</b>	<ul style="list-style-type: none"> <li>▪ Autos and auto parts: 25% (UK 10% including GDR)</li> <li>▪ Steel, Aluminum and Copper products and derivatives: 50% (UK 25%, RU aluminum 200%)</li> <li>▪ Open Section 232 investigations into numerous other sectors including Civil aircraft and jet engines; Trucks and truck parts; Critical minerals; Semiconductors and SME; Pharmaceuticals; Unmanned Aerial Aircraft; Timber, lumber, and their derivative products; Wind turbines and parts thereof</li> </ul>

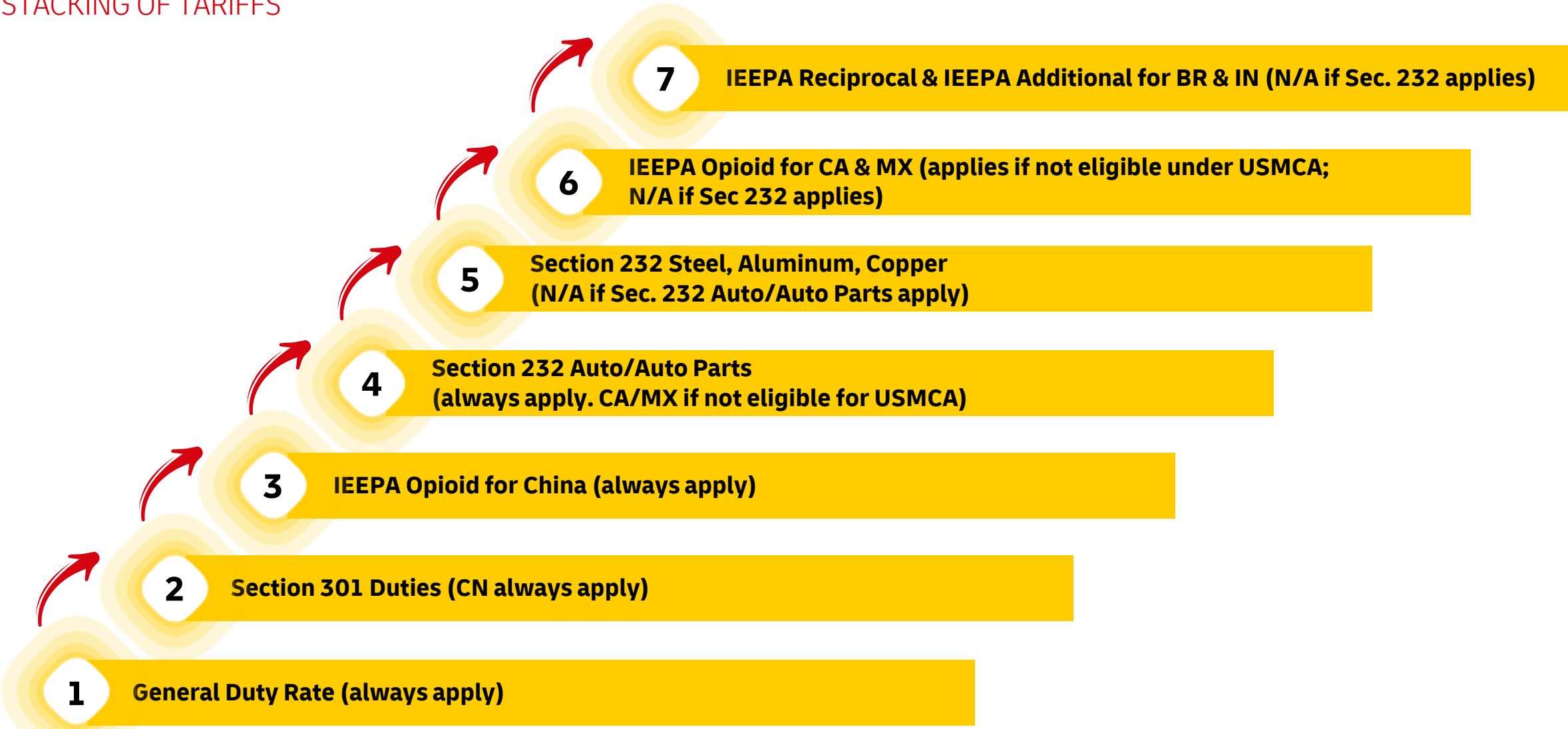
### WHAT DOES COUNTRY OF ORIGIN MEAN?

IEEPA Tariff rates are applied based on the country of origin, which means where the goods are manufactured or "MADE IN" - not where they are shipped from.



# U.S. CUSTOMS REGULATORY CHANGES

## STACKING OF TARIFFS



# U.S. CUSTOMS REGULATORY CHANGES

## PRACTICAL EXAMPLE

### PRACTICAL EXAMPLE: SPORTING GOODS

**Example:** Shipment containing sports goods – for illustration purposes only

(TENNIS SHOES FROM HTSUS 6402.91.90.05, TENNIS BALLS FROM HTSUS 9506.61.00.00 AND TENNIS RACQUETS FROM HTSUS 9506.51.40.00)

Product / Value	General Duty Rate	IEEPA	Other Duties	Total Duties	Details / requirements of the shipment
<b>Tennis Shoes from Italy \$250</b>	20%	15%* (Reciprocal)	-	\$50	<b>Type of Declaration:</b> Informal
<b>12 x Tennis Balls from China \$60</b>	Free	30% 20% (Opioids IEEPA) + 10 (Reciprocal)	7.5% (301)	\$22.5	<b>10-Digit HTS required:</b> YES
<b>2 x Tennis Rackets (50% graphite, 50% aluminium**) from Italy \$328</b>	3.9%	11.1%*** (Reciprocal)	50% (232 Aluminium)	\$112.99	<b>Ultimate Consignee's Tax ID/SSN:</b> No
<b>Value of the Shipment: \$638</b>				<b>\$185.50</b>	

Notes: Not eligible for De Minimis because this treatment is eliminated for CN (May 2, 2025) and all other countries (August 29, 2025)

\*Products made in EU are subject to the higher of 15% or the applicable GDR

\*\* If clearly identified in the commercial invoice, Sec. 232 duties only apply to the portion of the good made of the relevant material.

\*\*\* For derivative products subject to Sec. 232 duties applicable to steel/aluminum/copper derivative products, the non-metal content is still subject to IEEPA reciprocal tariffs



# U.S. CUSTOMS REGULATORY CHANGES

## KEY DATA ELEMENTS

**PROVIDING COMPLETE AND ACCURATE DATA IS ESSENTIAL.**

**Accurate information, particularly these key elements, are essential to properly process, declare and assess duties at the time of import into the U.S.**

- Goods Description
- Tariff Classification
- Country of Origin (COO)
- Customs Value
- Tax ID of the US consignee
- Manufacturer Identification Code (MID)



# U.S. CUSTOMS REGULATORY CHANGES

## KEY DATA ELEMENTS — GOODS DESCRIPTION

### ACCEPTABLE COMMERCIAL INVOICE GOODS DESCRIPTION (PER PRODUCT):

- **Complete information**, providing **sufficient detail** about the precise nature of goods in plain language is required in order to classify and apply the respective duty and other import requirements.
- It should indicate:
  - **what** the goods are
  - for **which purpose the goods are used** and
  - **what it is made of (and applicable percentages)**

UNACCEPTABLE	ACCEPTABLE
Samples	<b>Samples of curtains and interior blinds, made of 100% of cotton</b>
Parts	<b>Parts of pumps for liquids, fitted with a measuring device made of 100% steel</b>
Gifts	<b>Prescription sunglass frames, made of 100% acrylic</b>
Textiles	<b>Women’s T-shirts, made of 50% cotton and 50% polyester</b>



# U.S. CUSTOMS REGULATORY CHANGES

## KEY DATA ELEMENTS — COO

### DEFINITION OF COUNTRY OF ORIGIN (COO)

Where goods are manufactured or substantially transformed

### U.S. CUSTOMS AND BORDER PROTECTION (CBP) DEFINITION

Manufacture, production or growth of any article of foreign origin entering the U.S., regardless of where it is shipped from.

### SIGNIFICANT TRANSFORMATION

When the goods contain materials or parts from other countries, the manufacturing country is the country where the goods underwent a *fundamental change* in the good's form, appearance, nature or character, with the change adding significant value.

For support in determining HTS classification and country of origin, leverage the following resources:

- Local Chamber of Commerce: resources and support
- [Binding Ruling Program](#) from CBP: enables importers and other interested parties to obtain:
  - - classification decisions prior to importing a product
  - - binding guidance about country of origin



# U.S. CUSTOMS REGULATORY CHANGES

## KEY DATA ELEMENTS — CUSTOMS VALUE

In the U.S., the customs value is generally the price actually paid or payable for the goods when sold for exportation to the U.S.

- **Includes:** packing costs, commissions, royalty fees or licenses (Added to customs value when they are accurately reflected in the invoice)
- **Excludes:** international freight, insurance, and other charges (e.g. Import Customs Duties), that the buyer makes to the seller, when segregated in the invoice.

### EXAMPLE 1: VALUES ITEMIZED IN COMMERCIAL INVOICE

ELEMENT	VALUE
Goods Value	\$100
Insurance	\$10
International Freight	\$40
Import Customs Duties <i>Pre-calculated by Seller</i>	\$15
Total (including Duties)	\$165
<b>Customs Value</b>	<b>\$100</b>

### EXAMPLE 2: VALUES NOT ITEMIZED IN COMMERCIAL INVOICE

ELEMENT	VALUE
Goods Value	\$165
Insurance	Not segregated on invoice
International Freight	Not segregated on invoice
Import Customs Duties <i>Pre-calculated by Seller</i>	Not segregated on invoice
Total (including Duties)	\$165
<b>Customs Value</b>	<b>\$165</b>



# U.S. CUSTOMS REGULATORY CHANGES

## KEY DATA ELEMENTS — MID

### MANUFACTURER IDENTIFICATION CODE

**Definition:** Alphanumeric code (up to 15 digits) containing name and address of the shipper, exporter or manufacturer. MIDs can be created based on information provided.

### Country Code / Name / Address/City

#### Requirements:

- The code must be accurately constructed. The first two digits of the MID must be the same as the International Organization for Standardization (ISO) code for the country of origin of the product.
- **For Textiles** in particular, in addition to the shipper details, the actual **manufacturer details** are required. Sellers other than manufactures, cannot be used to create MIDs.
- Products of each manufacturer must be separately identified.



# U.S. CUSTOMS REGULATORY CHANGES

## KEY DATA ELEMENTS

Shippers and Receivers be aware of the following **Key Data Elements** which are essential to avoid delays and properly process, declare and assess duties at the time of import into the US.

DATA ELEMENT	DEFINITION
<b>Goods Description</b>	Complete and accurate (what is, what for, what it is made of).
<b>Tariff Classification</b>	10-digit HTS code (Harmonized Tariff Schedule of the US). Based on product specifications.
<b>Country of Origin (COO)</b>	Where goods are manufactured or substantially transformed. NOT where they are shipped from. Significant transformation - country where the goods underwent a fundamental change in the good's form, appearance, nature or character, with the change adding significant value.
<b>Customs Value</b>	Price actually paid or payable for the goods when sold for exportation to the U.S. Excludes: international freight, insurance, and other charges (e.g. Import Customs Duties), that the buyer makes to the seller, when segregated in the invoice.
<b>Tax ID Number of the US Consignee</b>	For Formal Entries ONLY. Employer Identification Number (EIN) for organizations, Social Security Number (SSN) for individuals, Customs Assigned Importer Number (CAIN) for foreign importers.
<b>Manufacturer Identification Code (MID)</b>	All shipments need a MID (alphanumeric code containing name and address of the shipper, exporter or manufacturer). MIDs can be created based on shipper information provided. For Textiles in particular, in addition to the shipper details, the actual manufacturer details are required (full name and postal address).



# U.S. CUSTOMS REGULATORY CHANGES

## KEY TAKEAWAYS

As of **August 29, 2025**, the \$800 **de minimis is effectively eliminated for all countries**.

This means that all shipments, regardless of their value or country of origin, will be subject to all applicable duties and Informal/Formal entry.

**Shipments from all over the world are subject to all applicable import customs duties based on the Harmonized Tariff Schedule of the United States (HTSUS)** such as:

General Duty Rate, Section 301 duty (China Tariffs), Section 232, and the applicable IEEPA duties. Current applicable IEEPA rates are:

- **China/Hong Kong:** 20% IEEPA Opioid + 10% IEEPA Reciprocal (to increase to 34% November 10)
- **Canada:** 35% IEEPA Opioid for non-qualifying USMCA products (10% energy products)
- **Mexico:** 25% IEEPA Opioid for non-qualifying USMCA products.
- **EU, JP:** 15% IEEPA Reciprocal including GDR (Products subject to the higher of 15% or the applicable GDR)
- **Brazil:** 10% IEEPA Reciprocal + 40% IEEPA Additional
- **India:** 25% IEEPA Reciprocal + 25% IEEPA Additional
- **ROW:** IEEPA Adjusted Reciprocal for specific countries [listed here](#).  
If the country is not listed, a 10% IEEPA Reciprocal rate applies.

→ **In order to avoid delays, Shippers (from Rest of World to the US) shall:**

- **Provide complete and accurate Commercial Invoice data for all products**, including detailed goods description, to the extent possible the HTSUS classification, **Country of Origin (COO)** of the goods (**where goods are manufactured**), and ultimate consignee's Tax ID/Social Security number (for shipments above \$2500).
- A **Manufacturer ID (MID)** is required. In addition, textiles require manufacturer details. This information shall ideally be provided when creating the shipment via the DHL Electronic Shipping solutions/integrations.



# CUSTOMS SOUNDS COMPLEX?

# MyGTS GOT YOU COVERED!



What is the **Harmonized System (HS) code** for the item I'm shipping?

## Harmonized System Codes (HS)

Use keywords or the code directory to search for your item's tariff codes



What's the **total cost** (including duties & taxes) of my shipments?

## Landed Cost Estimation

Calculate the total cost of customs and trade to optimize pricing decisions



What do I need to get my **goods cleared**?

## Customs Requirements

Understand the export and import requirements of your shipping needs



Which is the relevant **information & documentation** I need?

## Customs & Trade Documents

Retrieve the customs regulated documentations to clear your goods



How can I **pre-plan** my valuable shipments?

## Your own pre-shipment plan

Pre plan your shipment journey upfront one-by-one or in bulk

# USE CASE #1 | HS CODES LOOKUP

Harmonized system codes (hs codes) are a **UNIQUE IDENTIFIER** to classify the **EXACT TYPE OF GOODS** you're shipping.



**DHL CUSTOMER:  
SME IN FASHION**



**100% COTTON MEN'S T-SHIRT**

Export (GB): 6109.10.00  
Import (US): 6109.10.00.04



**GLOBAL TRADE**

**What are the HS codes for the items I'm shipping? I don't have any idea on where to find this info and all the documentation needed.**

I'm worried this is going to limit or delay my global trade, most important markets for me are GB and US.



Dear customer, did you know that thanks to DHL's online solution MyGTS you can **use keywords** or the **code directory** to search for your items' tariff codes?



## **BENEFITS HS CODES LOOK UP**

- ✓ **GOODS CLEARENCE**  
Clear your goods via customs quicker and accurately
- ✓ **ON-TIME DELIVERY**  
Mitigate delays of your customers' valued shipments
- ✓ **EXTRA-COST FREE**  
Mitigate unexpected surprises for your company and customers i.e. extra customs or tax charges

# THE SOLUTION #1

MYGTS FEATURE: **HS CODES LOOK UP!**

On MyGTS it's possible to **find HS codes through keywords** – once you've got the HS codes you can **simply copy-paste them into MyDHL+** or **save them in an Excel file** to have the complete list of tariff codes of all the products you may ship for all the different destinations.

The screenshot shows the DHL Express Global Trade Services website interface. At the top, there is a yellow navigation bar with the DHL logo and the text "DHL Express Global Trade Services". On the right side of the bar, there are links for "Contact Us", "English", and a US flag. Below the navigation bar, there is a secondary yellow bar with a menu: "Home", "Tariff Code Finder", "Product Catalog", "Pre-shipment Plans", "Trade Lane Comparisons", and "My Profile".

The main content area features a header for "Tariff Code Finder" with a sub-header: "The first step to shipping is classifying your product with a tariff code based on the Harmonized System (HS), an international customs classification standard. Use our tariff code tool to get the most suitable code for your product, based on your exporting and/or importing countries." Below this is a search form with two tabs: "Single tariff code" (selected) and "Origin-destination tariff codes".

The search form includes the following elements:

- Radio buttons for "I want an import HS code" (selected) and "I want an export HS code".
- A "Country/Territory" dropdown menu with "Importing country/territory" selected.
- A "Product" section with two buttons: "Search with keywords" (highlighted in green) and "Search using HS code".
- A text input field for the product description, containing "100% Cotton Mens T-Shirt".
- An optional link: "Optional: Provide more product details for a more precise search".
- A green "Find my tariff code" button.

On the right side of the form, there is a box titled "How to find product tariff codes" with a list of instructions:

- Choose between import or export codes
- Select importing/exporting country
- Search using product description keywords
- Alternatively, enter your product's 6-digit or partial HS code
- Start classifying your product

Below this box is another section titled "What are Harmonized System (HS) codes?" with a yellow button labeled "Browse the HS code directory".

# USE CASE #2 | LANDED COSTS



**DHL CUSTOMER:  
SME IN FASHION**



**100% COTTON MEN'S T-SHIRT**

Export (GB): 6109.10.00  
Import (US): 6109.10.00.04



**GLOBAL TRADE**

I wonder what's the **total cost** of my shipments...

I don't know much about duty & taxes in different countries, but I sell my products worldwide.



Dear customer, did you know that thanks to DHL's online solution MyGTS you can easily calculate the **total cost of customs & trade** to optimize your pricing decisions?



## BENEFITS LANDED COSTS CALCULATOR

- ✓ **GIVE YOUR CUSTOMERS MORE CONFIDENCE IN SHOPPING ON YOUR ONLINE STORE**  
70% of online shoppers worldwide choose to prepay local import customs duties and import taxes at checkout – offering transparency on the full checkout cost eliminates surprises.
- ✓ **ADD VALUE TO YOUR CHECKOUT PRICING STRATEGY**  
Providing clarity on your e-commerce site around duties & taxes can aid in your pricing strategy being adjusted easier thus making your products more competitive & appealing to shoppers.

# THE SOLUTION #2

MYGTS FEATURE: LANDED COST ESTIMATE CALCULATOR!

Thanks to DHL's online solution MyGTS, it's possible to **easily calculate the total cost of customs & trade to optimize any business' pricing decisions** and give end customers **more confidence in shopping on the online store.**

The screenshot displays the DHL MyGTS 'Your Pre-shipment Plan' interface. The page features a yellow header with the DHL logo and navigation links. The main content area is titled 'Your Pre-shipment Plan' and includes a 'Landed cost estimate' section. This section contains a 'Landed cost summary' table and a 'Duties, taxes and other regulatory fees (importing)' table. To the right, the 'Your shipment details' section provides information on key shipment details and additional details.

**Additional information**

The estimated landed cost below is calculated based on regular rates.

Show calculations based on Preferential Regime

Landed cost summary		USD
<b>Total value of product</b>		500.00
• Product price per unit x Total number of units		
Product price per unit	5.00	
Total number of units	100	
<b>Duties, taxes and other regulatory fees (importing)</b>		
<b>Duties</b>		132.50
Additional Duty (IEEPA Reciprocal) Note: System calculates this duty based on whole product value and doesn't support separate declaration of non-aluminum or non-steel content for Section 232 products. Per U.S. Customs and Border Protection (CBP) guidance, customers are required to report these on separate entry lines for accurate duty assessment.	50.00	
• (10% Total Value of Product)		
Custom duty	82.50	
• (16.5% Total Value of Product)		

**Your shipment details**

**1. Key shipment details**

EXPORTING COUNTRY/TERRITORY: United Kingdom

IMPORTING COUNTRY/TERRITORY: United States

PRODUCT DESCRIPTION: -

EXPORT TARIFF CODE: 61091000  
T-shirts singlets and other vests knitted or crocheted. Of cotton

IMPORT TARIFF CODE: 6109100004  
T-shirts singlets tank tops and similar garments knitted or crocheted... View more

PRODUCT SPECIFICATIONS: View details

WHERE WAS THE ITEM MADE: United Kingdom

**2. Additional details**

REASON FOR EXPORT: Commercial

SHIPPER: Business RECEIVER: Business

PRODUCT PRICE PER UNIT: USD 5.00

TOTAL NUMBER OF UNITS: -

# USE CASE #3 | CUSTOM REQUIREMENTS



**DHL CUSTOMER:  
SME IN FASHION**



**100% COTTON MEN'S T-SHIRT**

Export (GB): 6109.10.00  
Import (US): 6109.10.00.04



**GLOBAL TRADE**

**What are the customs requirements for the items I'm shipping?**

I'm not sure if there are any prohibitions and/or additional duties for my goods manufactured in China.



Dear customer, did you know that thanks to DHL's online solution MyGTS you can **create a pre-shipment plan to understand potential export/import prohibitions and restrictions that might be applicable?**



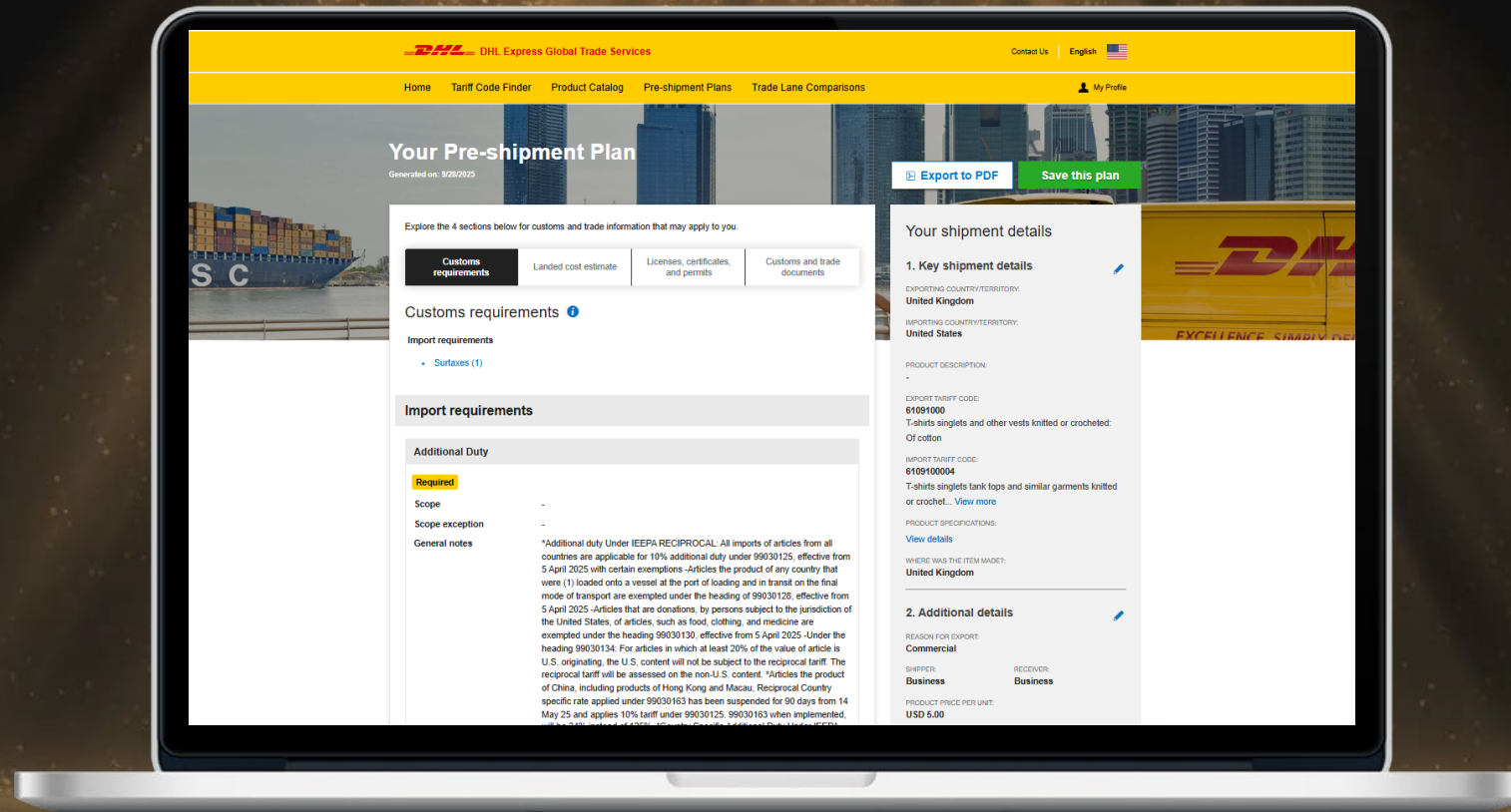
## **BENEFITS PRE-SHIPMENT PLANNER**

- ✓ **CUSTOMS INFORMATION**  
Get the latest customs requirements
- ✓ **PRE-SHIPMENT PLAN DRAFT**  
Possibility to save the pre-shipment plan and refresh it when needed
- ✓ **FLEXIBLE PRE-PLANNING**  
Pre-plan your shipment journey upfront one-by-one or in bulk

# THE SOLUTION #3

## MYGTS FEATURE: CUSTOMS REQUIREMENTS

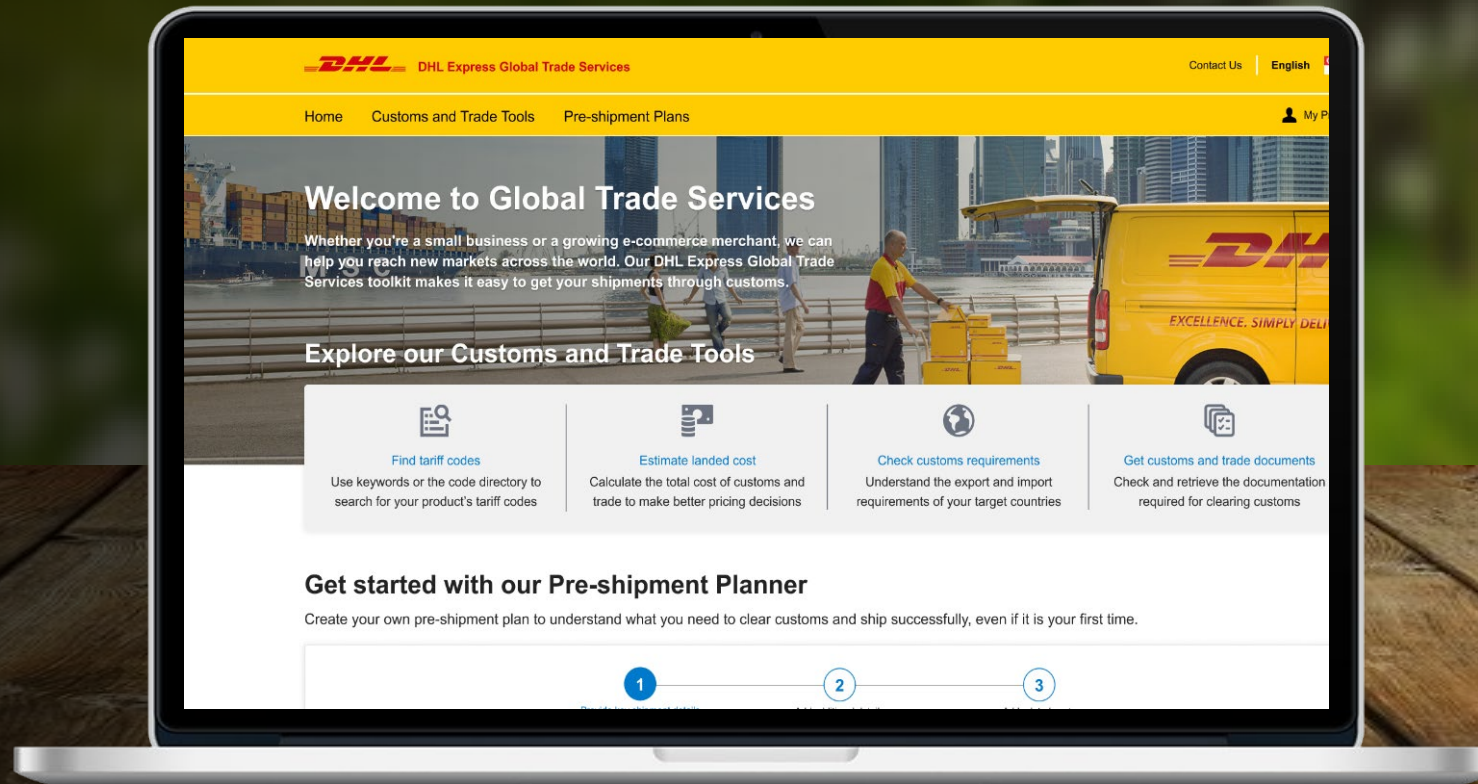
On MyGTS it is possible to create a **pre-shipment plan** to understand potential **export/import prohibitions and restrictions** that might be applicable.



# GET STARTED TODAY!

**Data quality is crucial:** When creating your shipments, providing **complete** and **accurate information upfront** will avoid **potential delays or compliance risks due to missing data**. By giving your customers the best possible experience, you'll encourage them to order from you again and again.

DHL Express can help you navigate through cross-border trade – taking the complexity out of Customs!  
**With MyGTS**, you can access **International Trade Regulations & Customs Requirements** from a single source.



# THANK YOU



#### **Disclaimer**

While we have made every attempt to ensure that the information contained herein has been obtained, produced and processed from sources believed to be reliable, no warranty, express or implied, is made regarding the accuracy, adequacy, completeness, legality, reliability or usefulness of such information. All information contained herein is provided on an "as is" basis. In no event will DHL Express, its related partnerships or corporations under the DHL Group, or the partners, agents or employees thereof be liable to you or anyone else for any decision made or action taken in reliance on the information contained herein or for any consequential, special or similar damages, even if advised of the possibility of such damages.