

MISREPRESENTING YOURSELF (GNEIVAT DA'AT)

When Misrepresenting Yourself (Gneivat Da'at) Applies

It is forbidden to give a falsely positive impression to other people (gneivat da'at), whether to Jews or non-Jews. Pretentiousness is a type of gneivat da'at.

Gneivat da'at may be through actions or speech and requires intent. It applies only when someone else will be affected.