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.

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