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*Intergovernmental Group of Experts on Consumer Law and Policy*  
*(IGE Consumer)*

2nd SESSION  
3-4 July 2017  
Room XVII, Palais des Nations, Geneva

Monday, 3 July 2017  
Afternoon Session

**Agenda Item 3 a. Report on national and regional implementation of the United Nations  
guidelines for consumer protection**

Presentation by  
INDECOPI  
Peru

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Indecopi



Implementation of the  
United Nations Guidelines for  
Consumer Protection:  
*The Peruvian Experience*

July 3, 2017



**Ivo Gagliuffi**  
**Chairman**  
[presidencia@indecopi.gob.pe](mailto:presidencia@indecopi.gob.pe)

Calle de la Prosa 104 - San Borja, Lima 41, Perú  
(51-1) 224 7800 Anexo 1101  
[www.indecopi.gob.pe](http://www.indecopi.gob.pe)



**¿WHICH ARE THE GUIDELINES  
THAT PERU IS APPLYING?**



**National Policies  
for Consumer Protection**

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**Guideline V - A**



**Dispute Resolution  
and redress**

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**Guideline V - F**



**Physical Safety**

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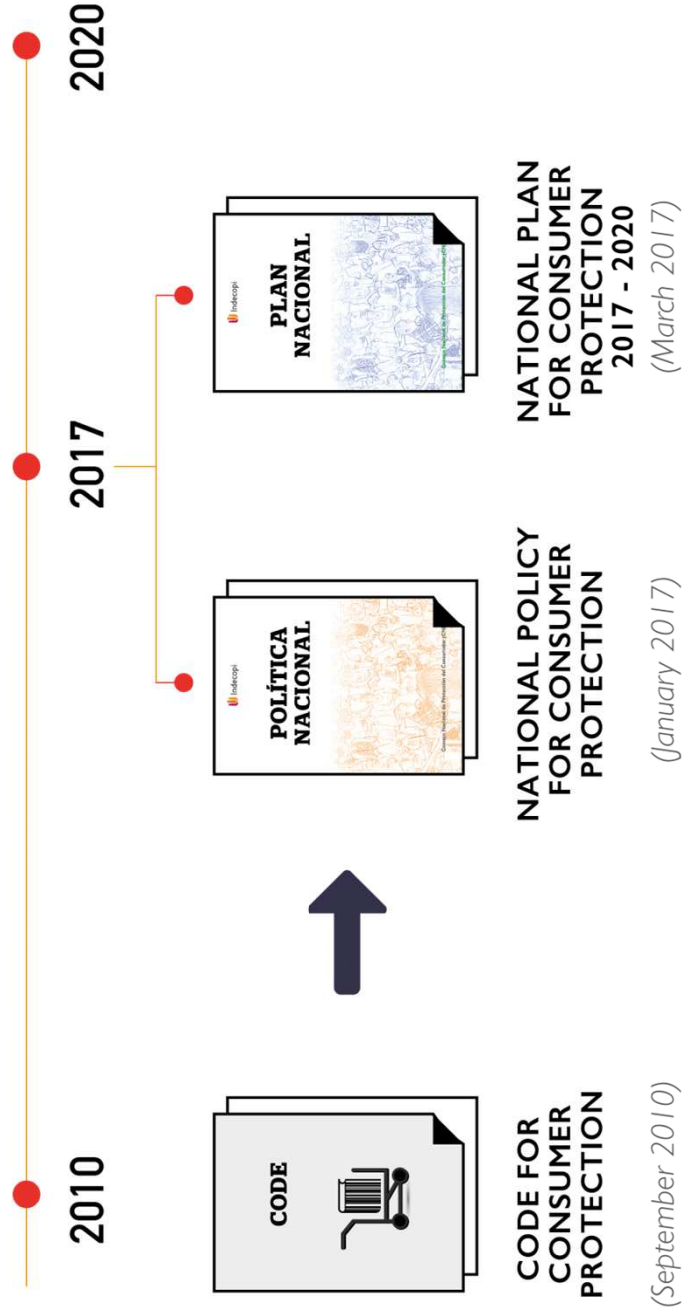
**Guideline V - B**



# National Policies for Consumer Protection



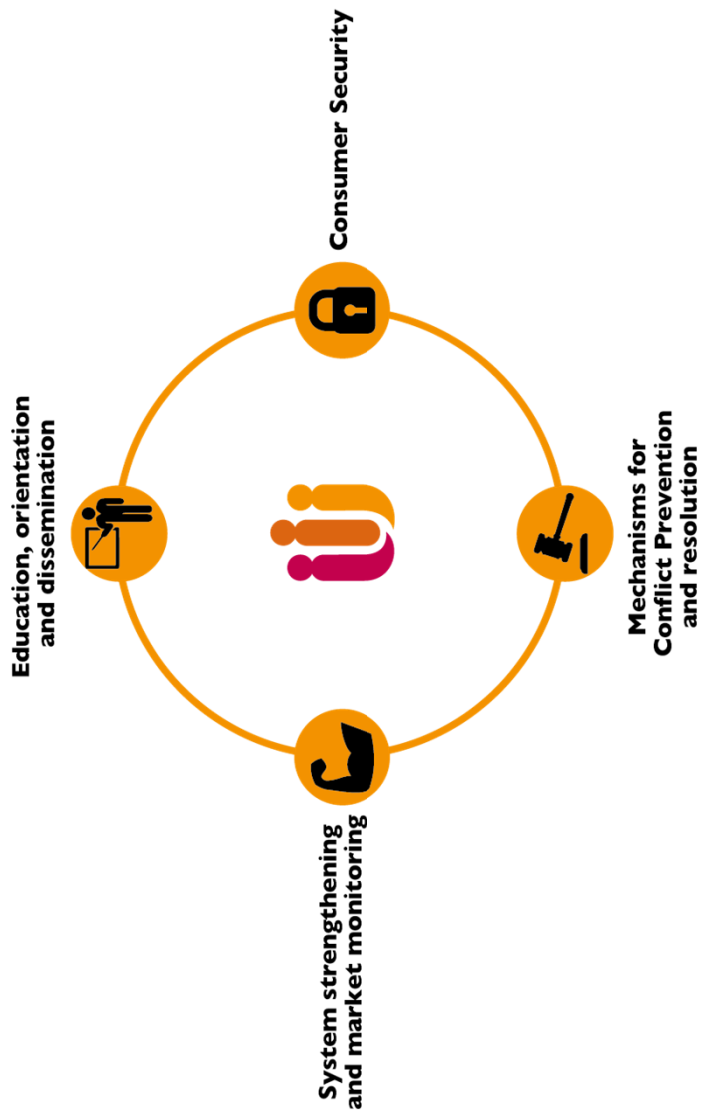
# National Policies for Consumer Protection



# National Policies for Consumer Protection



# NATIONAL POLICY FOR CONSUMER PROTECTION







EDUCATION  
ORIENTATION  
DISSEMINATION





EDUCATION  
ORIENTATION  
DISSEMINATION







EDUCATION  
ORIENTATION  
DISSEMINATION





EDUCATION  
ORIENTATION  
DISSEMINATION







EDUCATION  
ORIENTATION  
DISSEMINATION





EDUCATION  
ORIENTATION  
DISSEMINATION







CONSUMER  
SAFETY







CONSUMER  
SAFETY



MECHANISMS  
FOR CONFLICT  
PREVENTION AND  
RESOLUTION



SELF COMPOSITION

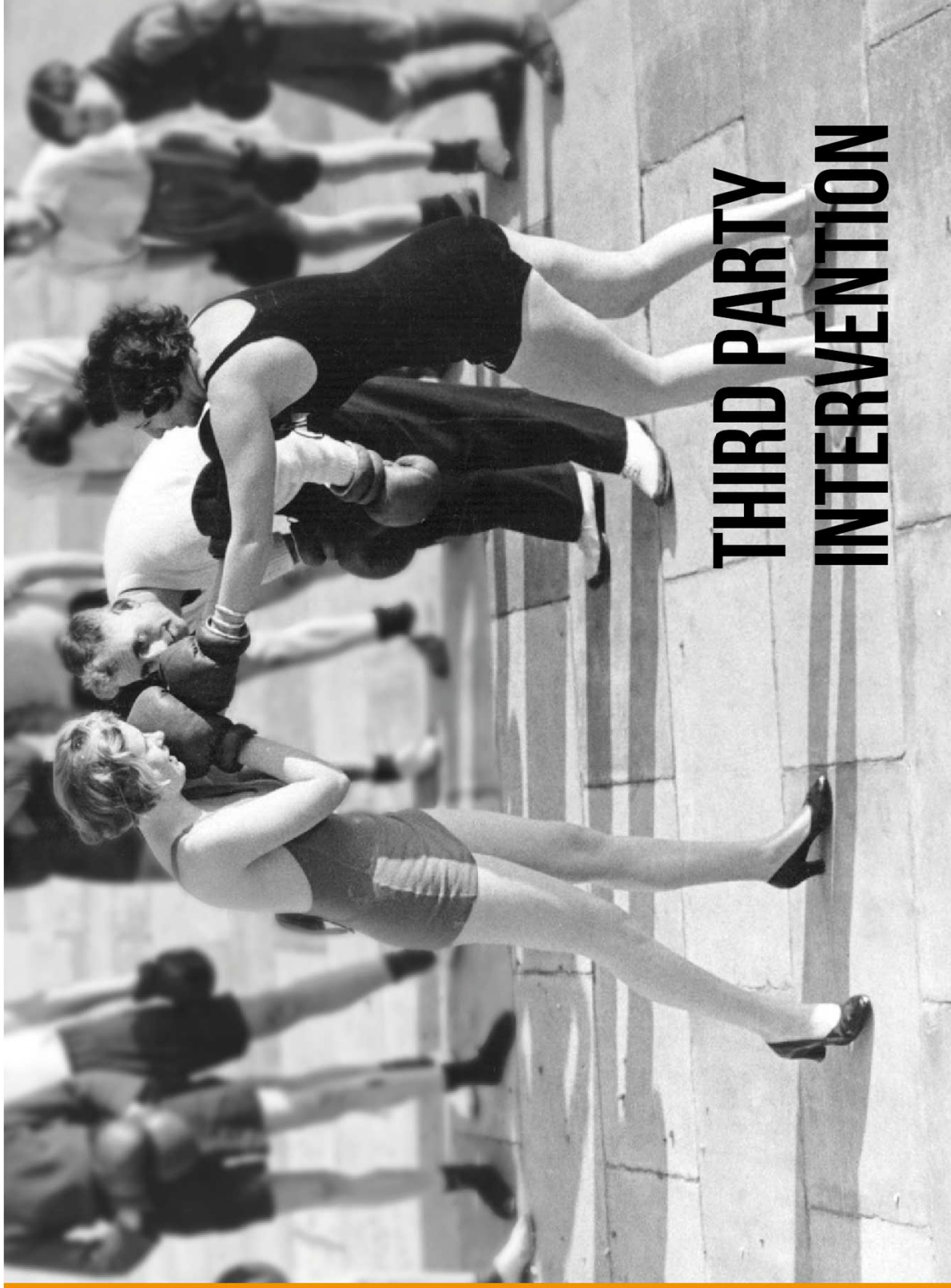


MECHANISMS  
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SELF COMPOSITION

MECHANISMS  
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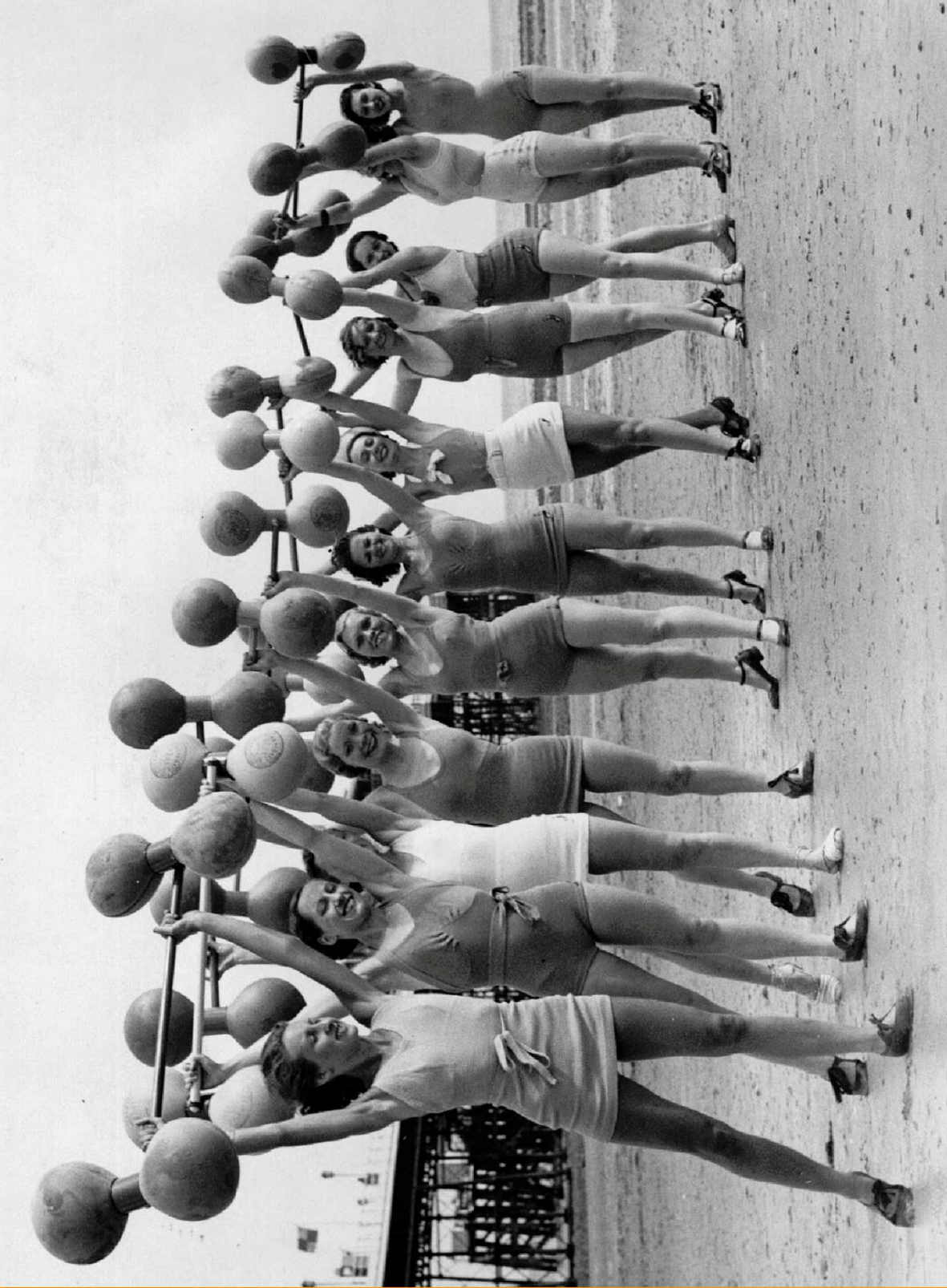
THIRD PARTY  
INTERVENTION

MECHANISMS  
FOR CONFLICT  
PREVENTION AND  
RESOLUTION



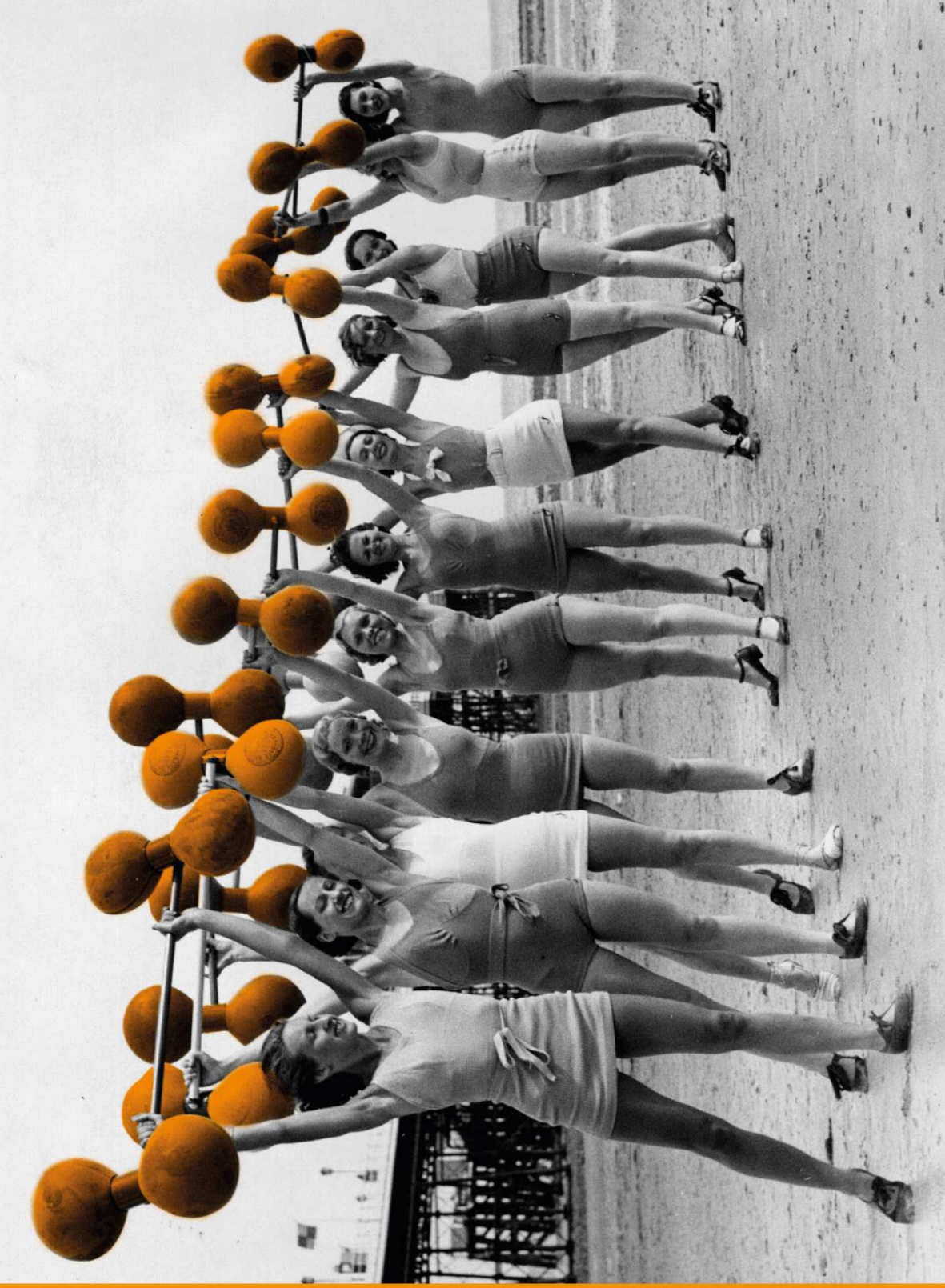
THIRD PARTY  
INTERVENTION





SYSTEM  
STRENGTHENING  
AND MARKET  
MONITORING





SYSTEM  
STRENGTHENING  
AND MARKET  
MONITORING





# National Policies for Consumer Protection



## NATIONAL PLAN FOR CONSUMER PROTECTION 2017 - 2020



### Education, orientation and dissemination

Training of market agents in consumer protection.

Guide the consumer by providing information on consumer protection.

Disseminate relevant information with emphasis on the use of information technologies.



### Consumer Safety

Create an Alert System for Hazardous Products.



### Mechanisms for Conflict Prevention and resolution

Promote the simplification of mechanisms.

Promote the development of alternatives mechanisms on conflict resolutions.



### System strengthening and market monitoring

Promote compliance regulation.

Strengthen the capacities of its members.

Promote the efficient management of the system.



# Dispute Resolution and Redress

LA MAISON DE  
  
**SELF-COMPOSITION**



*Complaints  
Book*



*Citizens  
Attention System*



*Guild Defender*



*Agreements*



*Self-regulation*



## *Complaints Book*



### ***Purpose:***

Promote supplier to consumer response: Term 30 days.



### ***Novelty:***

Platform for immediate conciliation.

*Supreme Decree of June, 2017*



*Citizens  
Attention System*



***Purpose:***

Guide consumer and acquit their consultations  
Summon the parties to conciliate.



***Novelty:***

**SAC x 2.0= PISAC**

*July, 2017*



*Guild Defender*



***Purpose:***

Guilds solve their customer complaints.



***Novelty:***

**White Book for Guild Defender Creation.**

*Directive of November, 2016*



## *Agreements*



### ***Purpose:***

Encourage the direct settlement of disputes between providers and consumer.



### ***Novelty:***

Recognize that agreements concludes the dispute.

*Legislative Decree 1308 – December, 2016*





*Self-regulation*



***Purpose:***

Encourage providers to create dispute settlement mechanisms of their own.



***Novelty:***

Next publication of self-regulation and compliance directive.

*Supreme Decree of August, 2017*

# SELF-COMPOSITION BENEFITS

Legal expenses



Reputational damage



Fines



Reimbursement of legal costs





**Physical Safety**

# CHRONOLOGY OF THE ALERT SYSTEM IN PERU



**2014-2015**

Execution of the national procedural of alerts and affiliation to international networks



**2012 - 2013**

Beginning of alert monitoring



**2015-2016**

Consolidation of the regulatory framework

**2016-2017**

Development of a technological platform for reporting consumer alerts



# OECD CAMPAIGNS



## #CortinasSeguras

Los cordones largos de las cortinas y persianas son un peligro para los niños, ya que pueden ocasionar:

- Estrangulamiento
- Pérdida de conocimiento por falta de oxígeno
- Daños neurológicos
- Muerte

### Qué hacer

Aleja los muebles, cunas y camas de los cordones de las cortinas y persianas para que los niños no corran peligro.

### Recomendamos

Instalar cortinas o persianas con cordones de difícil acceso para los niños.



Safety Curtains Campaign / 2016

# OECD CAMPAIGNS



#LavaRopaSeguro

Mantenga las cápsulas de detergente fuera del alcance de los niños, ya que podrían causar intoxicación por ingestión e irritación ocular y de la piel.

Una campaña internacional liderada por:



Con la participación de:



Detergent Pods Campaign / 2015

## CONSUMER ALERTS



## PUBLISHED ALERTS

YEAR	PUBLISHED ALERTS	INVOLVED UNITS
2012	5	705
2013	19	24,650
2014	38	183,878
2015	33	49,280
2016	35	66,277
2017	40	29,147
<b>TOTAL</b>	<b>170</b>	<b>353,937</b>





# A new DNA





**THANK YOU FOR  
YOUR ATTENTION**