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

3rd SESSION  
09-10 July 2018  
Room XVII, Palais des Nations, Geneva

Monday, 09 July 2018  
Morning Session

**Agenda. Opening plenary**

Presentation by  
Federal Trade Commission  
United States of America

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# Meeting the Challenges of Ecommerce: The Revised UN Guidelines for Consumer Protection

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U.S. Federal Trade Commission

July 9, 2018

Geneva, Switzerland



# IGE conclusions 2017

- “Emphasizes the importance of harnessing e-commerce to increase the welfare of consumers worldwide while limiting its potential risks . . .”
- “[S]tresses the need to strengthen international cooperation, including informal collaboration, among agencies, to enhance consumer trust in e-commerce . . .”
- “Requests the secretariat to further analyse the challenges faced by developing countries on consumer protection in e-commerce and recommend policy options for consumer protection agencies . . .”



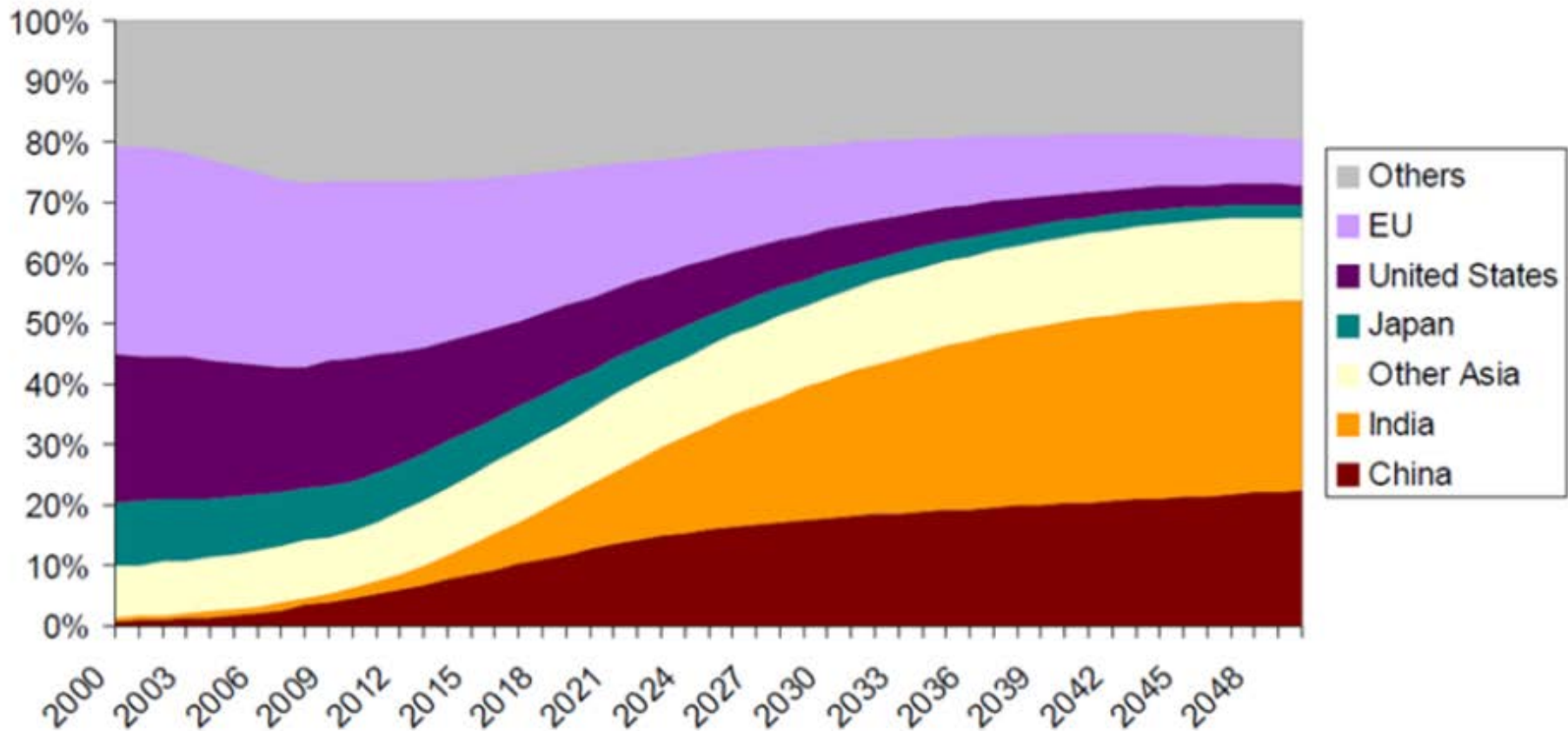
# Key IGE opportunities

- Building institutional capacity for ecommerce
- Building enforcement capacity for global marketplace
- Building consumer and business awareness

# The challenges

# OECD Development Center forecast: Future Growth in emerging economies

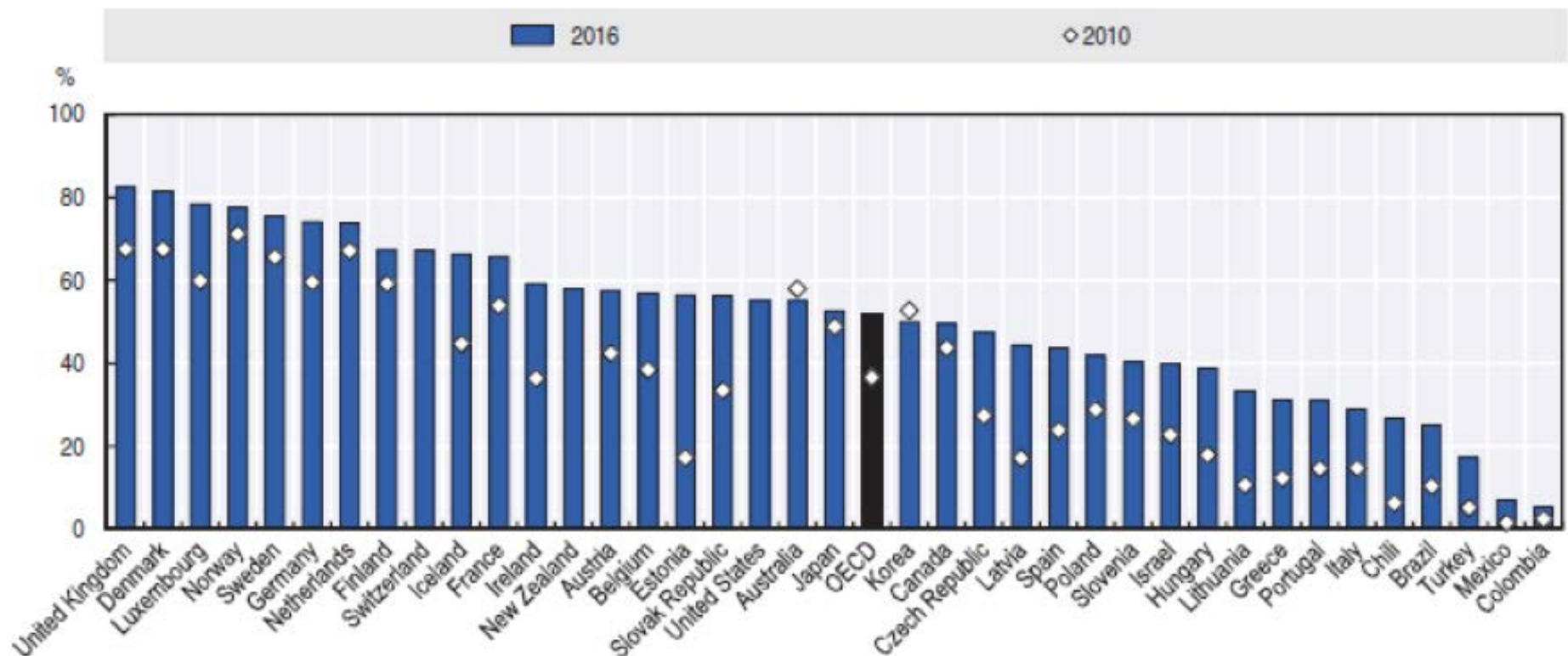
## Shares of Global Middle Class Consumption, 2000-2050



# OECD Digital Economy Outlook 2017: Ecommerce has become more commonplace

## Online shoppers: 2010 and 2016

Individuals having ordered goods or services online as a percentage of all individuals



# 2017 This Is What Happens In An Internet Minute



# 2018 This Is What Happens In An Internet Minute





CONSUMER  
SENTINEL  
NETWORK

DATA  
BOOK  
2017

1.1 million fraud reports

21% reported  
a loss

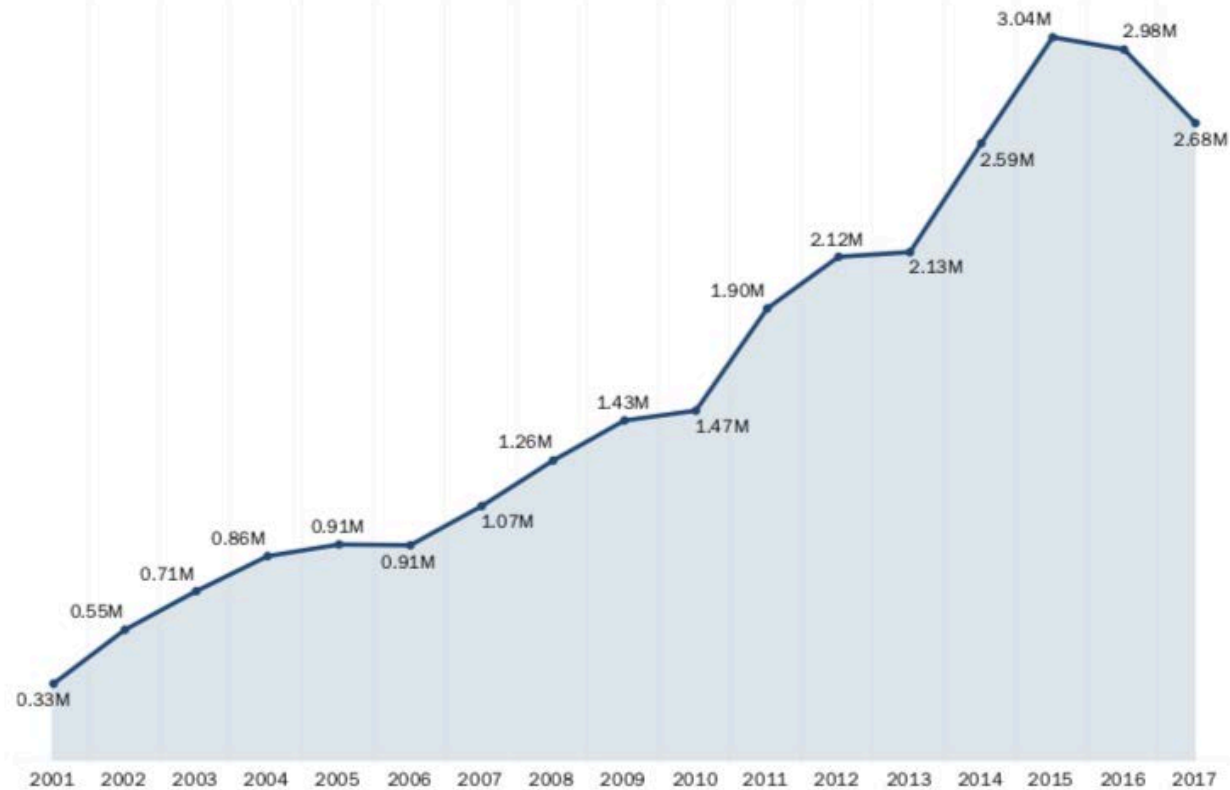
\$905 million  
total fraud losses

\$429  
median loss

## CONSUMER SENTINEL NETWORK

DATA BOOK 2017

### Number of Fraud, Identity Theft and Other Reports by Year

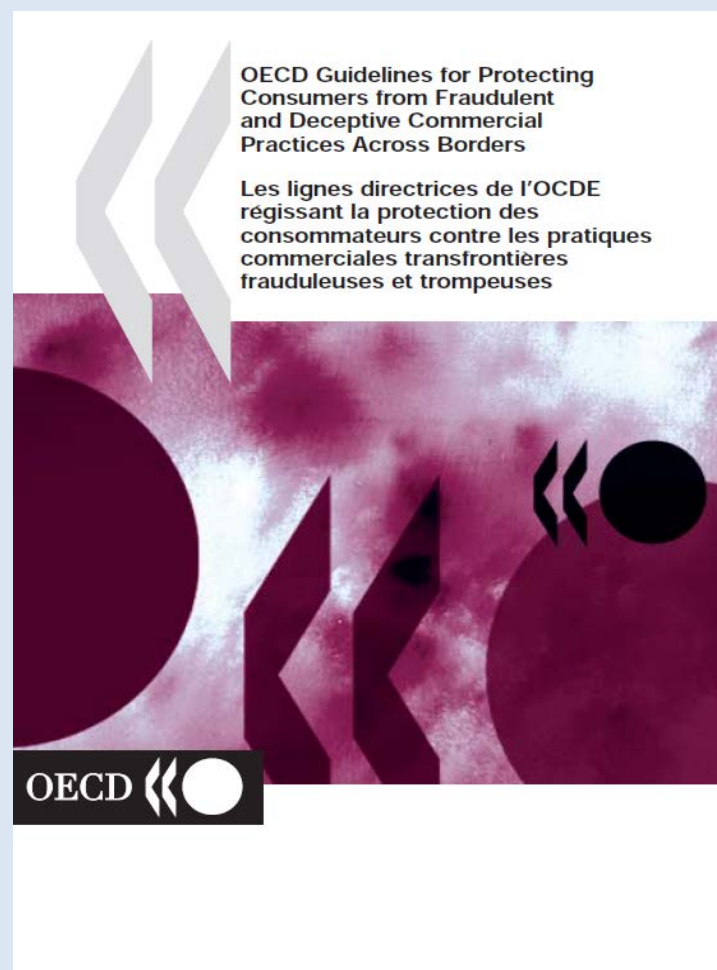


The responses

# Ecommerce: the UN Guidelines, the OECD, and the FTC



# OECD work cited in UN guidelines



# OECD work cited in UN guidelines





**Consumer Protection  
in E-commerce**  
OECD Recommendation



2016

OECD publishing

**IMPROVING ONLINE  
DISCLOSURES  
WITH BEHAVIOURAL  
INSIGHTS**

OECD DIGITAL ECONOMY  
PAPERS

April 2018 No. 269



OECD publishing

**TRUST IN  
PEER PLATFORM  
MARKETS**

CONSUMER SURVEY FINDINGS

OECD Digital Economy  
Papers

November 2017 No. 263



# OECD Research and Reports: Online Product Safety and the Internet of Things

- 2016 OECD *Online Product Safety* report noted safety challenges with online sales
- 2018 OECD *Consumer Policy and the Smart Home* report on the IOT

Figure 1. OECD sweep results: Non-compliance rates at domestic and cross-border e-commerce levels

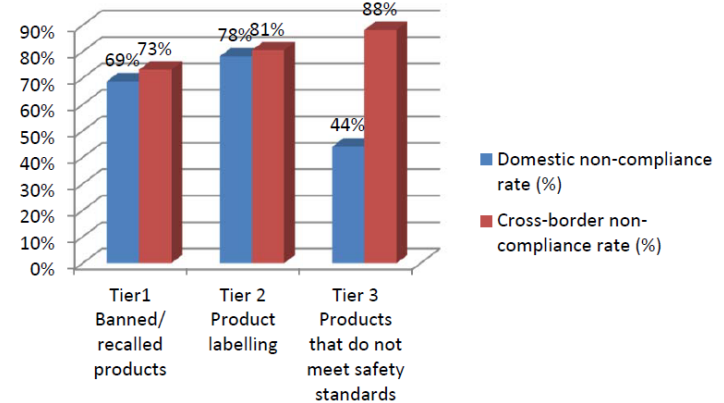
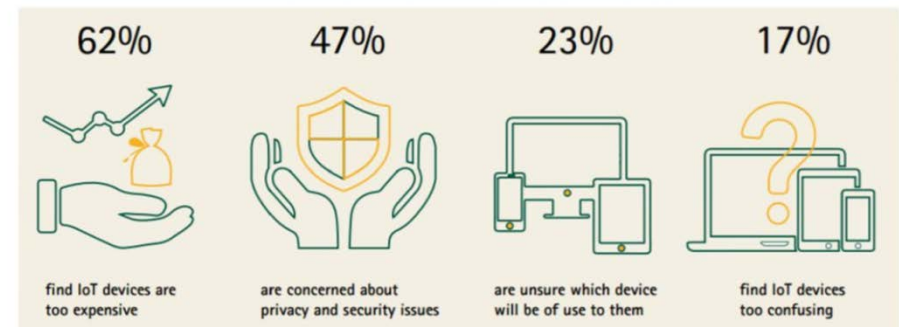


Figure 1.1. Barriers to purchasing IoT devices and services

(% consumers identifying the issue as a barrier to IoT adoption)



Source: Accenture (2016<sup>[17]</sup>)

# UN Guidelines

## Building consumer agency capacity

15. Member states should ensure that consumer protection enforcement agencies have the necessary resources to “promote effective compliance and to obtain or facilitate redress for consumers in appropriate cases”



# OECD

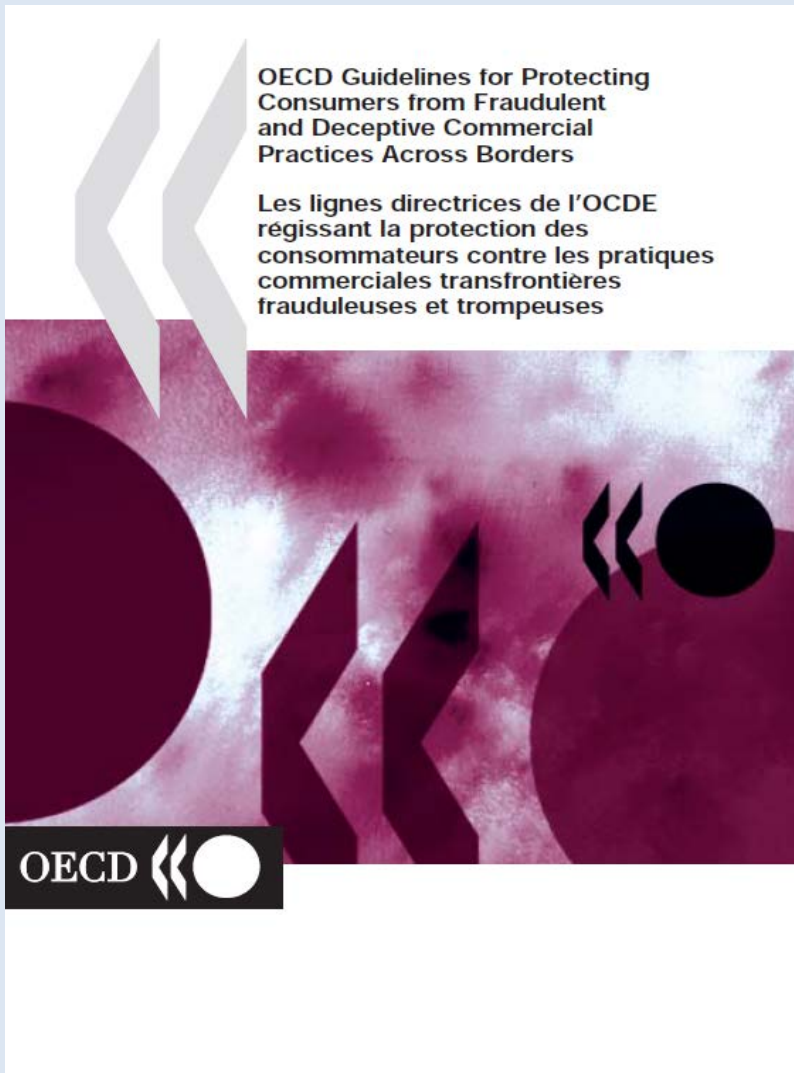
“Governments and stakeholders should work towards ensuring that consumer protection enforcement authorities and other relevant bodies, such as consumer organisations, and self-regulatory organisations that handle consumer complaints, have the ability to take action and obtain or facilitate redress for consumers, including monetary redress.”



# UN Guidelines On Enforcement Capacity and International Cooperation

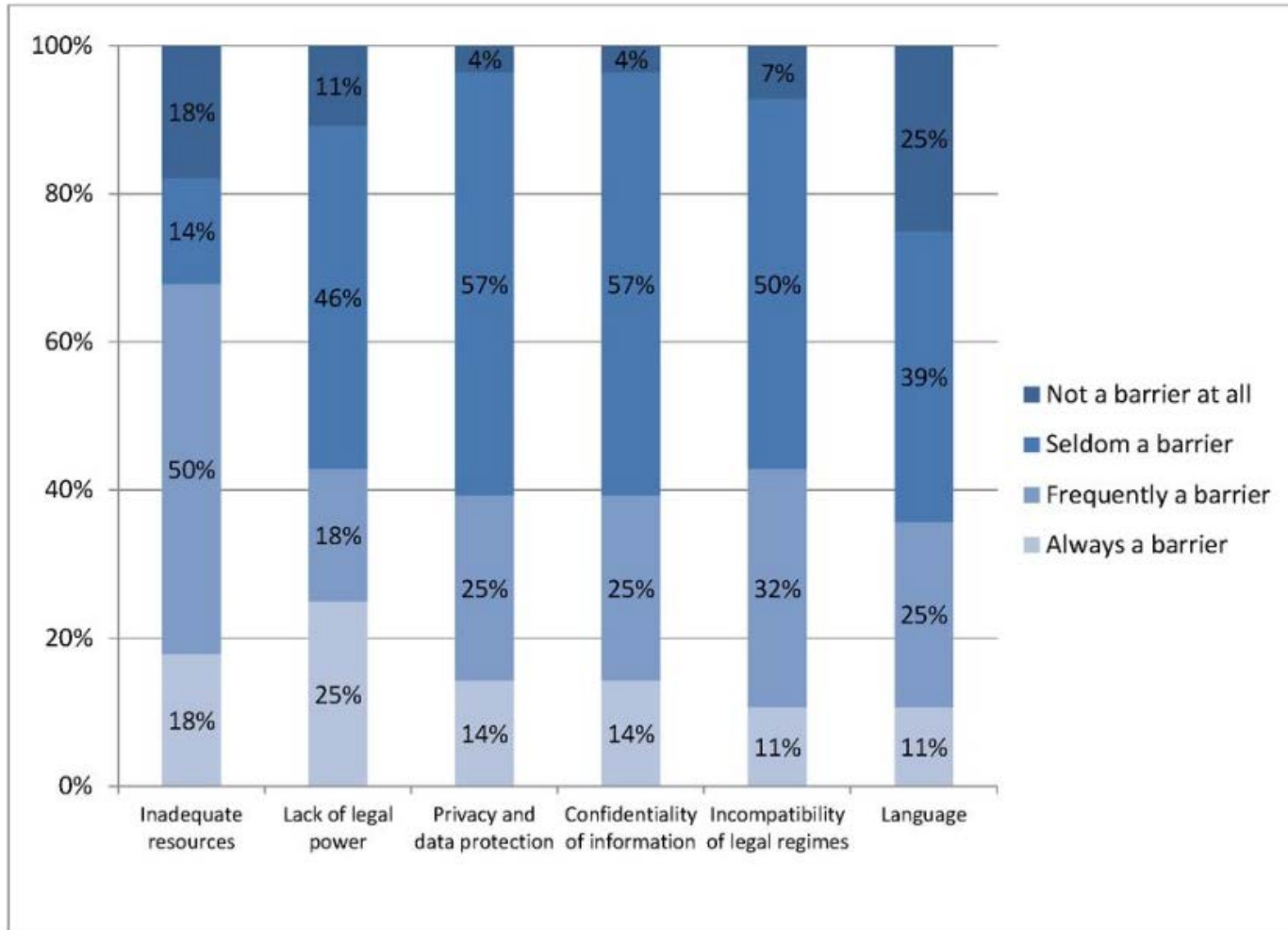
88. “Member States should provide their consumer protection enforcement agencies with the authority to investigate, pursue, obtain and, where appropriate, share relevant information and evidence . . . That authority should extend to cooperation with foreign consumer protection enforcement agencies and other appropriate foreign counterparts.”

# OECD Guidelines: building enforcement capacity for global marketplace



# OECD: Barriers to International Cooperation

Figure 17. Barriers for international co-operation in consumer protection (Q17)



Base: 28 respondents.



# **FTC ANNOUNCES HEARINGS**

**Competition & Consumer Protection in 21st Century**

# FTC consumer protection enforcement: 2017

## MONETARY RELIEF

### TOP 5 REDRESS JUDGMENTS\*

Volkswagen 3.0L	\$4.03 billion
Western Union Company	\$586 million
I Works, Inc.	\$280.91 million
Laptop & Desktop Repair, LLC	\$42.43 million
National Urological Group, Inc.	\$40.12 million

### TOP 5 CIVIL PENALTY CASES\*

Dish Network	\$168 million
Aaron Michael Jones	\$3.2 million
Commercial Recovery Systems	\$2 million
Norm Reeves	\$1.4 million
GC Services Limited Partnership	\$700,000

**3,104,235**  
consumers received  
**\$269 MILLION**  
in redress directly from the FTC



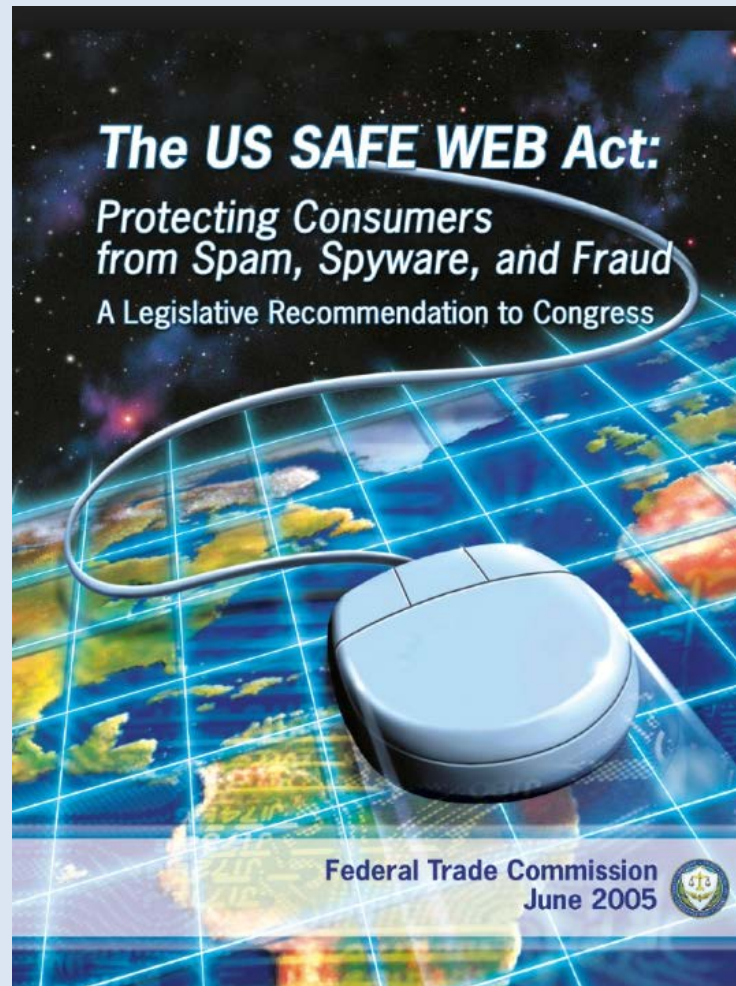
**TOTAL AMOUNT  
OF REDRESS &  
DISGORGEMENT\***

\$5.29 billion

**TOTAL AMOUNT OF  
CIVIL PENALTIES\***

\$176.04 million

# FTC cooperation: U.S. SAFE WEB Act



# Cross-Border Cooperation on Complaints

econsumer.gov is an initiative of the International Consumer Protection and Enforcement Network. [Privacy Policy](#)

Report international scams online!  
**econsumer.gov**


English Español Deutsch Français 日本語 한국어 Polski Türkçe










[FILE A COMPLAINT](#) [OTHER STEPS YOU CAN TAKE](#) [NEWS AND TRENDS](#)

## Report international scams online!

- econsumer.gov is a partnership of more than [35 consumer protection agencies](#) around the world.
- Your complaint helps authorities spot trends and combat fraud.

### Click on a complaint subject below to get started



 Online Shopping/Ecommerce Services/Computer Equipment	 Credit and Debt	 Telemarketing and Spam
 Jobs and Making Money	 Impostor Scams: Family, Friend, Government, Business or Romance	 Lottery, Sweepstakes, or Prize Scams
 Travel and Vacations	 Phones/Mobile Devices, and Phone Services	 Other

- [How we use and share your data](#)



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Jobs and Making Money	Impostor Scams: F Government, Busin
Travel and Vacations	Phones/Mobile Device

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Jobs and Making Money	Impostor Scams and Government
Travel and Vacations	Phones/Mobile

- [How we use and share your data](#)

The illustration shows a diverse group of people in a collaborative work environment. A man in a blue shirt and turban is in the foreground, holding a tablet. Behind him, a woman is on a laptop, a man is at a computer, and others are standing and talking. Thought bubbles above them show a shopping cart, a hand holding a dollar sign, and a person with a laptop, symbolizing various consumer issues and global cooperation.



# Thank you!

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*\*My comments reflect my own views, and are not necessarily those of the FTC or any FTC Commissioner.*