
2nd SESSION
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Upholding consumer rights in digital markets
Discussion 2: Vulnerable and Disadvantaged Consumers

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UNCTAD
Ad Hoc Expert Group Meeting on Consumer Protection

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Vulnerable consumers are those who, as a result of their demographic characteristics, behavior, personal situation or market in which they develop:

- Are at risk of experiencing negative results from the market
- Have a limited capacity to maximize their well-being
- Have difficulty obtaining, accessing or assimilating information regarding their rights
- Have less ability to choose or access specific products
- Are more susceptible to marketing practices
FOCUS ON VULNERABLE CONSUMERS BY GENDER WITH ORIENTATION TO WOMEN

- Gender Gap

INTERNATIONAL LEGAL FRAMEWORK

- Universal Declaration of Human Rights (UN) 1948
- Declaration on Bioethics and Human Rights (UNESCO) 2005
- Convention on the Elimination of All Forms of Discrimination against Women (UN) 1979
- International Convention on Civil and Political Rights (UN) 1966
- International Convention on Economic, Social and Cultural Rights (UN) 1966
- Inter-American Convention to Prevent, Punish and Eradicate Violence against Women "Convention of Belém do Pará" (OAS) 1994, among others
Vulnerable consumer

PINK TAX MOVEMENT

- Price difference globally

DISPARITY OF WOMEN AGAINST CONSUMPTION: The cost of just being a woman.

- Basic feminine hygiene products
- Wage gap
- Impacts on education and development
The G20 Consumer Summit 2018 continued to establish vulnerable consumers as one of its global priorities. Argentina continued working on the deepening of this topic, particularly focusing in children and adolescents, elders, and giving special attention to gender.

Consumer Protection Law: from 1993 to 2018

- Hypervulnerable consumer

Vulnerability of the consumer according to their gender and sexual orientation
- Sexual discrimination in any of its forms against consumer practices

Consumers Education
- New Gender and Consumption course available 2019
Vulnerable consumer

The DNDC presented a policy recommendation to UNCTAD in July 2018 and a formal proposal to work on this subject.

**Commitment** to incorporate the subject at the domestic level to obtain data and studies

Creation of a permanent *working group* for analysis and exchange of information

Awareness and *communication*: campaigns

**Interdisciplinary work** with other areas of UNCTAD
Thanks

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