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Upholding consumer rights in digital markets
Discussion 1: Consumer protection and digital platforms

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Examples of online platforms

mercado libre
Alibaba.com
Amazon
Facebook
Baidu
Apple App Store
Google
BlaBlaCar
freelancer
airbnb
Rakuten
Tencent
The OECD’ work on consumer protection in e-commerce
Peer platforms

http://dx.doi.org/10.1787/5jlwvz39m1zw-en


http://dx.doi.org/10.1787/1a893b58-en
Peer platforms are trusted more than conventional businesses in similar markets. Ratings and reviews are key drivers for consumer trust.
G20 Toolkit for Protecting Digital Consumers

General principles

- Fair business and advertising practices
- Appropriate disclosures
- Effective processes for transaction confirmation and payment
- Measures to address privacy and security risks
- Product safety across e-commerce supply chains
- Meaningful access to effective mechanisms to resolve disputes

http://oe.cd/digital-consumer-toolkit
Ongoing OECD work

- Online advertising: Trends, Benefits and Risks for Consumers
- Good Practice Guides under the E-commerce Recommendation
  - Online advertising
  - Non-monetary transactions
- Personalised Pricing
- Online Consumer Reviews
Some consumer policy issues

• To what extent online platforms should be required to play a role in addressing harmful actions of a third party seller of a transaction?

• What responsibility do online platforms have to ensure the trustworthiness of ratings and reviews posted by users?

• To what degree online platforms should be responsible for providing consumers with product and business-related information disclosures?
Thank you!

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www.oecd.org/sti/consumer
www.oecd.org-going-digital