Expert Meeting on

CYBERLAWS AND REGULATIONS FOR ENHANCING E-COMMERCE:
INCLUDING CASE STUDIES AND LESSONS LEARNED
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Consumer Protection in Online Commerce

By

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The views reflected are those of the author and do not necessarily reflect the views of UNCTAD
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Consumer protection: outmoded and outpaced?
Every 30 seconds

Global Ecommerce Sales: $1,201,173
- Desktop Sales: $931,490
- Mobile Sales: $269,683
- Credit, Debit, Prepaid, and Store-Branded Cards: $684,669
- Alternative Payments: $516,504

Major Ecommerce Companies:
- Alibaba Group: $262,668 Online Sales
- Amazon: $97,285 Online Sales
- eBay: $74,423 Online Sales
- JD.com: $20,138 Online Sales
- Apple: $17,803 Online Sales
- Rakuten: $17,706 Online Sales

Spending by Category:
- Consumer electronics and appliances: $302,275
- Apparel: $229,729
- Media, toys, and games: $145,092
- Food and drink: $60,455

Source: mediabistro.com 2014
Every 30 seconds

Source: mediabistro.com 2014
Variation in preferred payment methods

Source: Payvision 2014
Consumers purchasing via smartphone

Multi-country average*: 33% of online shoppers have bought online via a smartphone in the past 12 months

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*Multi-country average not weighted by country size.
Digital detriments (a flavour)

- Fraud (including fear of)
- Hidden costs
- Delivery & fulfilment
- Data exploitation & privacy
- Opaque, one-sided terms & conditions
- End of standard prices?
- Market structure
- Quality of service
The march of technology….has increased the difficulties of the consumer along with his opportunities; and it has outmoded many of the old laws and regulations and made new legislation necessary.
CI’s objectives for ecommerce

(1) Parity in online and offline protection

(2) Fair & comprehensible contract terms

(3) Consumers have control of digital purchases
   (format shifting, proportionate DRM etc.)

(4) Consumers know who they’re purchasing from

(5) Consumers understand, agree to & can control use of data
CI’s objectives for ecommerce

(6) Easy-to-use, secure payment methods

(7) Access to accessible, effective, inexpensive redress

(8) Consumer education re: online commerce

(9) Get the infrastructure right (network neutrality)
Technology as part of the answer

- Reputation counts
- Virtual marketplaces (e.g. eBay) = first line of regulation
- Next generation intermediary services
- Innovation in complaints & redress
- Online Dispute Resolution
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