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**Implementation of the Revised United Nations Guidelines for Consumer
Protection**

Digital Issues and Cross Border Cooperation

Presentation by Hugh Stevenson, Deputy Director, Office of International Affairs

Federal Trade Commission

The United States of America

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Fourth IGE on Consumer Protection Law and Policy

Implementation of the Revised United Nations Guidelines for Consumer Protection – Digital Issues and Cross Border Cooperation

Hugh Stevenson

Deputy Director, Office of International Affairs

Federal Trade Commission

July 8, 2019

Geneva, Switzerland



Challenges and Opportunities – Digital Issues and Consumer Protection



OECD, UN Guidelines, and FTC Priorities

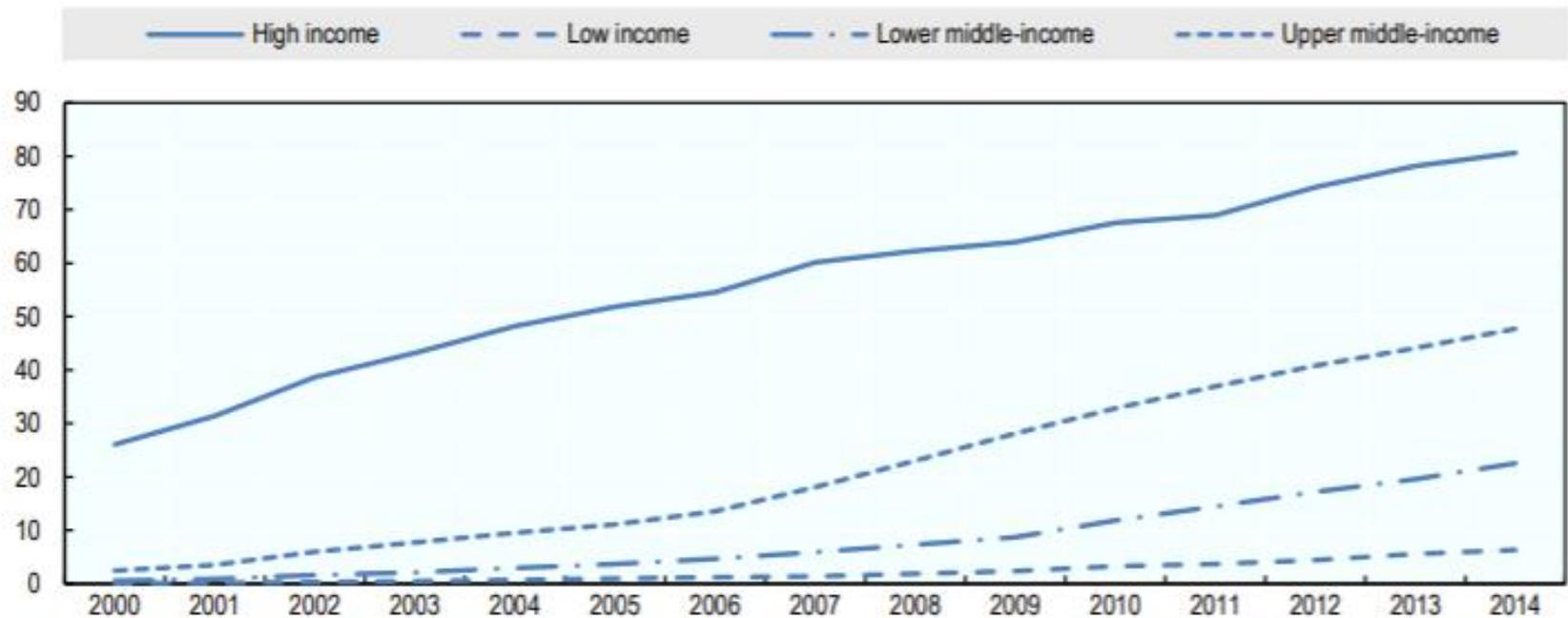


Cross Border Enforcement Cooperation and FTC cases

Road Map

OECD Development Centre: Harnessing the digital economy for developing countries

Figure 1. Access to the Internet is growing at a fast pace in developing countries
Internet users (per 100 people)



Source: Authors' calculations based on World Bank (2016b), *World Development Indicators*, <http://data.worldbank.org/indicator>.

OECD work on cross-border e-commerce and consumer protection

Cross-border Fraud Recommendation(2003)

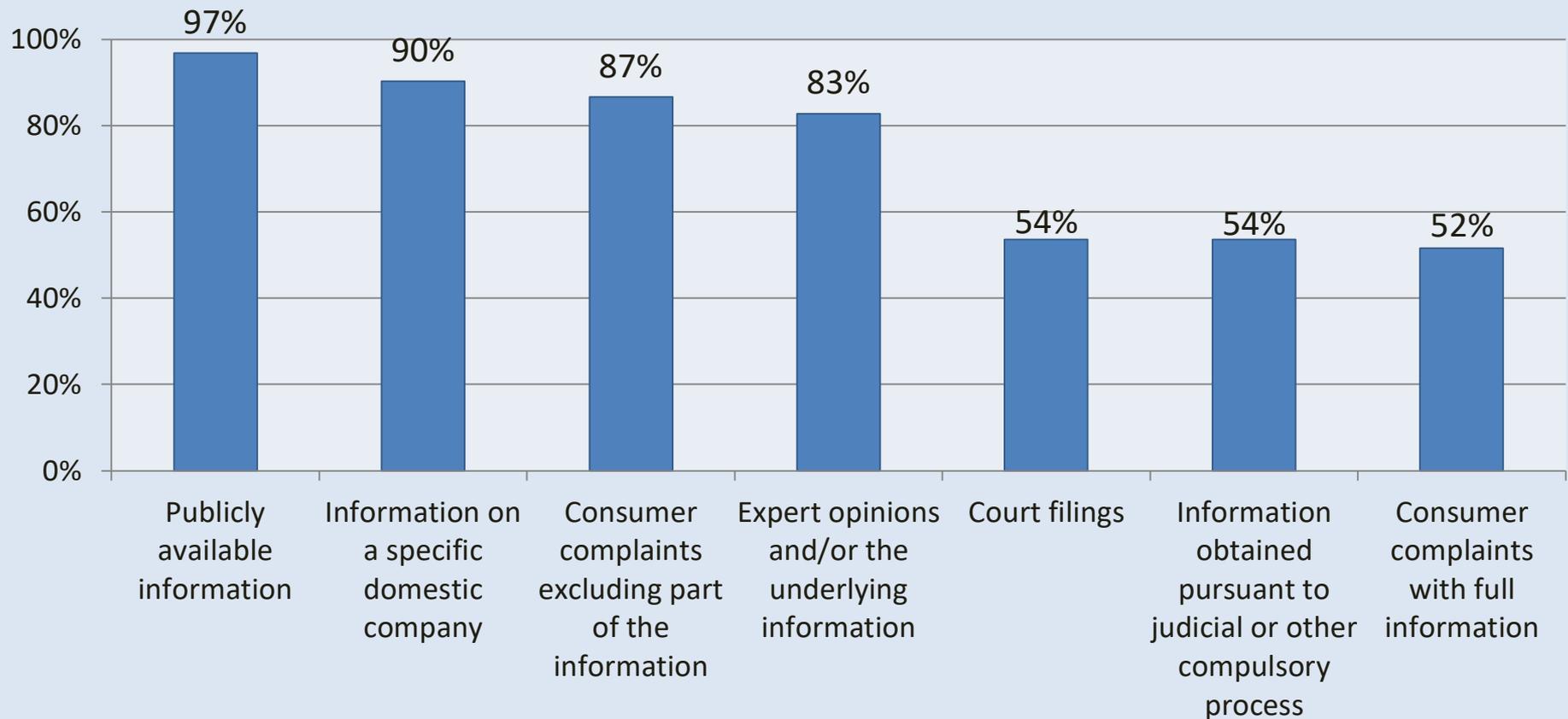


E-commerce Recommendation (2016)



Key findings of the report: Information sharing across borders

Ability to share information with foreign authorities



Base: 31 respondents.

Source: OECD (2018)

Key findings : Challenges in cross-border enforcement co-operation

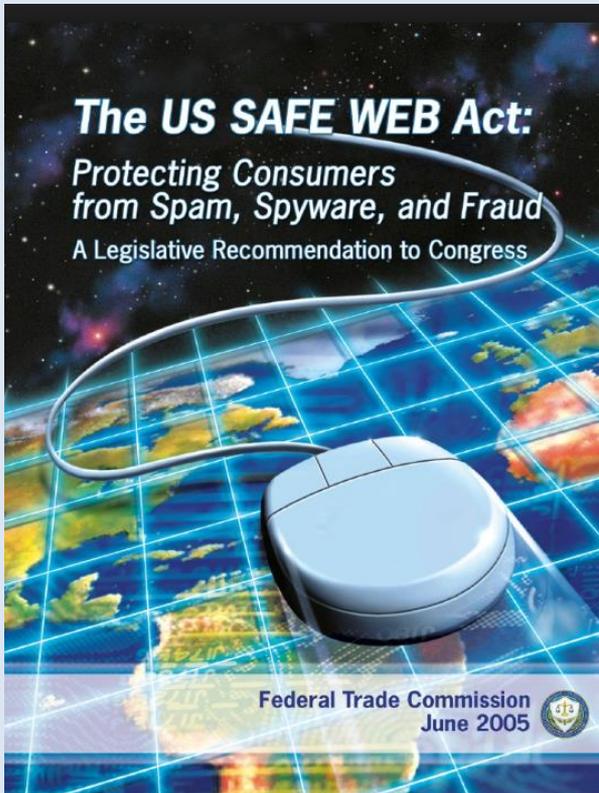


Base: 28 respondents.

Source: OECD (2018)

U.S. SAFE WEB Act

"...key to strengthening a culture of mutual assistance that enables law enforcers to achieve greater results working together than they ever could alone."



FTC Urges Congress to Reauthorize SAFE WEB Act

Law Enhancing Agency's Enforcement Against Cross-Border Fraud Set to Expire Next Year

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FOR RELEASE

July 12, 2012

The Federal Trade Commission today told a House Energy & Commerce Subcommittee that the U.S. SAFE WEB Act has enhanced the FTC's ability to protect American consumers from cross-border fraud, and urged lawmakers to reauthorize the Act, which is due to expire in 2013.

Delivering Commission testimony before the Subcommittee on Commerce, Manufacturing, and Trade, Hugh Stevenson, Deputy Director for International Consumer Protection, said the agency has conducted more than 100 investigations with international components, such as foreign targets, evidence, or assets, and has filed more than 50 cases involving cross-border aspects since the Act's passage. The FTC has used the Act's provisions in many of these matters, and in related actions brought by other U.S. and foreign enforcement agencies. With these tools, the testimony states, the agency has stopped frauds costing American consumers hundreds of millions of dollars.

"To continue to protect American consumers in a global economy, the FTC believes it is critical that Congress reauthorize the law enforcement tools provided by the U.S. SAFE WEB Act," the testimony states.



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FTC Signs Memorandum of Understanding with United Kingdom's Competition and Markets Authority to Strengthen Consumer Protection Enforcement Cooperation



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FOR RELEASE

March 25, 2019

TAGS: [International Consumer Protection and Enforcement Network \(ICPEN\)](#) | [international cooperation](#) | [Government](#) | [Office of International Affairs](#) | [Consumer Protection](#)

The Federal Trade Commission has signed a [memorandum of understanding with the United Kingdom's Competition and Markets Authority \(CMA\)](#) to strengthen enforcement cooperation on consumer protection matters.

The MOU was signed by FTC Chairman Joe Simons and the CMA Chairman, the Rt. Hon. Lord Tyrie. It supersedes a previous agreement between the FTC and U.K. authorities, furthering a long history of collaboration on consumer protection investigations and cases, and promoting multilateral cooperation at ICPEN, the International Consumer Protection Enforcement Network.

"I'm pleased to sign this agreement with our partners at the CMA," said FTC Chairman Simons. "By strengthening our cooperation on consumer enforcement matters, we benefit consumers in both our countries."

The new agreement enhances cooperation between the two agencies, and the U.S. SAFE WEB Act provides the FTC with key powers to carry out this cooperation. The MOU streamlines sharing investigative information and

Related Actions

[Memorandum Of Understanding Between the Federal Trade Commission of the United States of America and the Competition and Markets Authority of the United Kingdom](#)



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Largest FTC COPPA settlement requires Musical.ly to change its tune

BUSINESS BLOG

February 27, 2019

TAGS: [Bureau of Consumer Protection](#) | [Consumer Protection](#) | [Privacy and Security](#) | [Children's Privacy](#)

We'll confess to singing along to a Stevie Nicks song or doing an air guitar solo when no one's looking. But some people take their lip syncing to the next level. More than 200 million people – 65 million of them in the U.S. – downloaded the Musical.ly app. It gave users a platform to create videos and synchronize them with popular songs. It also allowed users to interact directly with each other. That may sound like fun for aficionados, but it raises concerns for parents, especially given public reports that adults have used the Musical.ly app to contact children. [The FTC alleges Musical.ly violated the Children's Online Privacy Protection Rule](#) by collecting personal information from kids without parental consent. The \$5.7 million civil penalty is the FTC's largest ever under COPPA.

To register for the Musical.ly app, users provided their email address, phone number, full name, username, a profile picture, and a short bio. For the first three years, Musical.ly didn't ask for the user's age. Since July 2017, the company has asked about age and prevents people who say they're under 13 from creating accounts. But Musical.ly didn't go back and request age information for people who already had accounts.

The online library for Musical.ly – now known as TikTok – features lots of tracks popular with tweens and younger children. Once users create videos, they can share them publicly. Other users can comment and "follow" them to see more of their videos. By default, users' accounts were set to "public," meaning others could see their bio (which may include their age or grade in school), their profile picture, and username. Users had the option to set their accounts so that only approved followers could see their videos, but even then their bios, pictures, and usernames remained public and searchable.

By default, the app also let users send direct messages to any other user. Until October 2016, the app included a "my city" tab that gave people a list of other users within a 50-mile radius

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Thank you!

Hugh Stevenson

Deputy Director, Office of International Affairs
Federal Trade Commission

hstevenson@ftc.gov

+1 (202) 326-3511



*The comments are my own and do not necessarily represent those of the Commission or any individual Commissioner.