



## **World Consumer Protection Map**

Contribution by  
Uruguay

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Page 2: Contact of respondent

**Q1** **Uruguay**  
Name of responding member State

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**Q2**  
Name of responding authority/agency:  
Área Defensa del Consumidor - Dirección General de Comercio

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**Q7** **No**  
Does your country's Constitution contain a provision on consumer protection?

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**Q8** **Respondent skipped this question**  
If you do, please provide de following details:

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**Q9** **Yes**  
Does your country have have specific law(s) on consumer protection ?

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**Q10** **Date** **11/08/2000**  
If you do, when was the main specific law first enacted?

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**Q11** **Date** **19/12/2015**  
If your main specific law on consumer protection has been revised, when was the date of its latest revision?

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**Q12**

Please provide the following details of the current specific law(s):

1- Name of law	<b>DEFENSA DEL CONSUMIDOR</b>
1- URL link	<a href="https://www.impo.com.uy/bases/leyes/17250-2000">https://www.impo.com.uy/bases/leyes/17250-2000</a>

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**Q13**

Please check all the fields that your consumer protections law(s) cover.

**Consumer rights/legitimate needs,**  
**Protection of vulnerable and disadvantaged consumers,**  
**Physical safety,**  
**Product quality,**  
**Terms and conditions,**  
**Promotional marketing and sales practices (including misleading advertisement)**  
 ,  
**Financial services,**  
**Dispute resolution,**  
**Redress,**  
**Consumer education,**  
**Consumer information**

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**Q14**

From your previous answer, your specific consumer protection law(s) do(es) not cover the following field(s). Please name the relevant law(s) covering this/these field(s):

Restrictive business practices (competition/antitrust)	<b>LEY 18159 PROMOCIÓN Y DEFENSA DE LA COMPETENCIA</b>
Water	<b>Ley N° 17.598 UNIDAD REGULADORA DE SERVICIOS DE ENERGÍA Y AGUA (URSEA) CREACIÓN, INTEGRACIÓN Y COMETIDOS</b>
Pharmaceuticals	<b>Decreto Ley N° 15443 LEY DE MEDICAMENTOS. FARMACOLOGIA</b>
Energy	<b>LEY 17598 UNIDAD REGULADORA DE SERVICIOS DE ENERGÍA Y AGUA (URSEA) CREACIÓN, INTEGRACIÓN Y COMETIDOS</b>
Tourism	<b>Ley N° 19.253 ACTIVIDAD TURÍSTICA</b>
Data protection and privacy	<b>LEY 18.331 PROTECCIÓN DE DATOS PERSONALES Y ACCIÓN DE "HABEAS DATA"</b>

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**Q15**

Please indicate the URL Link of the relevant law(s) to each field:

Restrictive business practices (competition/antitrust)	<a href="https://www.impo.com.uy/bases/leyes/18159-2007">https://www.impo.com.uy/bases/leyes/18159-2007</a>
Water	<a href="https://www.impo.com.uy/bases/leyes/17598-2002/15">https://www.impo.com.uy/bases/leyes/17598-2002/15</a>
Pharmaceuticals	<a href="https://www.impo.com.uy/bases/decretos-ley/15443-1983/14">https://www.impo.com.uy/bases/decretos-ley/15443-1983/14</a>
Energy	<a href="https://www.impo.com.uy/bases/leyes/17598-2002/25">https://www.impo.com.uy/bases/leyes/17598-2002/25</a>
Tourism	<a href="https://www.impo.com.uy/bases/leyes/19253-2014/34">https://www.impo.com.uy/bases/leyes/19253-2014/34</a>
Data protection and privacy	<a href="https://www.impo.com.uy/bases/leyes/18331-2008">https://www.impo.com.uy/bases/leyes/18331-2008</a>

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**Q16**

Name of Ministry responsible for consumer protection:

Ministerio de Economía y Finanzas - Dirección General de Comercio - Área Defensa del Consumidor

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**Q17**

URL link of responsible Ministry for consumer protection:

<https://www.gub.uy/ministerio-economia-finanzas/area-defensa-consumidor>

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**Q18**

Year when consumer protection was assumed by the current responsible ministry:

1999

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**Q19**

Yes

Do you have a main consumer protection authority/agency?

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**Q20**

Name of main consumer protection authority/agency:

Área Defensa del Consumidor

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**Q21**

URL of main consumer protection authority/agency:

<https://www.gub.uy/ministerio-economia-finanzas/area-defensa-consumidor>

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**Q22**

Year of creation:

1996

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**Q23**

Annual budget: (in USD)

26981

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**Q24**

Total number of staff:

41

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**Q25**

Total number of staff directly affected to consumer protection:

41

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**Q26**

Yes

Do you have a law/decreed that governs the main consumer protection authority/agency?

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**Q27**

If you do, please provide the following details:

Reference of the law/decreed

**Ley N° 17250 DEFENSA DEL CONSUMIDOR**

URL to law/decreed

**<https://www.impo.com.uy/bases/leyes/17250-2000>**

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**Q28**

Does your main consumer protection authority/agency have POLICY MAKING powers over any of the following fields?

- Consumer rights/legitimate needs,
- Protection of vulnerable and disadvantaged consumers,
- Physical safety,
- Product quality,
- Terms and conditions,
- Promotional marketing and sales practices (including misleading advertisement)
- ,
- Electronic commerce,
- Promotion of sustainable consumption,
- Dispute resolution,
- Redress,
- Consumer education,
- Consumer information

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**Q29**

From your previous answer, your main authority/agency does not have POLICY MAKING powers over the following fields. Please name the relevant authorities/agencies with powers over these fields:

Access by consumers to essential goods and services	<b>Ministerio de Desarrollo Social</b>
Restrictive business practices(competition/antitrust)	<b>Comisión y Promoción Defensa de la Competencia</b>
Financial services	<b>Banco Central del Uruguay</b>
Water	<b>Unidad Reguladora de Servicios de Energía y Agua</b>
Pharmaceuticals	<b>Ministerio de Salud Pública</b>
Energy	<b>Unidad Reguladora de Servicios de Energía y Agua</b>
Tourism	<b>Ministerio de Turismo</b>
Data protection and privacy	<b>Unidad Reguladora y de Control de Datos Personales</b>

**Q30**

URL Link of the relevant authority/agency to each field:

Access by consumers to essential goods and services

<https://www.gub.uy/ministerio-desarrollo-social/inicio>

Restrictive business practices(competition/antitrust)

<http://competencia.mef.gub.uy/>

Financial services

<https://www.bcu.gub.uy/Paginas/Default.aspx>

Water

<https://www.gub.uy/unidad-reguladora-servicios-energia-agua/>

Pharmaceuticals

<https://www.gub.uy/ministerio-salud-publica/>

Energy

<https://www.gub.uy/unidad-reguladora-servicios-energia-agua/>

Tourism

<https://www.gub.uy/ministerio-turismo/>

Data protection and privacy

<https://www.gub.uy/unidad-reguladora-control-datos-personales/>

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**Q31**

Does your main consumer protection authority/agency have ENFORCEMENT powers over any of the following fields?

**Consumer rights/legitimate needs,**

**Protection of vulnerable and disadvantaged consumers,**

**Physical safety,**

**Product quality,**

**Terms and conditions,**

**Promotional marketing and sales practices (including misleading advertisement)**

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**Electronic commerce,**

**Promotion of sustainable consumption,**

**Dispute resolution,**

**Redress,**

**Consumer education,**

**Consumer information**

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**Q32**

From your previous answer, your main consumer protection authority/agency does not have ENFORCEMENT powers over the following fields. Please name the relevant authorities/agencies with powers over these fields:

Access by consumers to essential goods and services	<b>Ministerio de Desarrollo Social</b>
Restrictive business practices (competition/antitrust)	<b>Comisión de Promoción y Defensa de la Competencia</b>
Financial services	<b>Banco Central del Uruguay</b>
Water	<b>Unidad Reguladora de Servicios de Energía y Agua</b>
Pharmaceuticals	<b>Ministerio de Salud Pública</b>
Energy	<b>Unidad Reguladora de Servicios de Energía y Agua</b>
Tourism	<b>Ministerio de Turismo</b>
Data protection and privacy	<b>Unidad Reguladora y de Control de Datos Personales</b>

**Q33**

URL Link of the relevant authority/agency to each field:

Access by consumers to essential goods and services	<a href="https://www.gub.uy/ministerio-desarrollo-social/inicio">https://www.gub.uy/ministerio-desarrollo-social/inicio</a>
Restrictive business practices (competition/antitrust)	<a href="http://competencia.mef.gub.uy/">http://competencia.mef.gub.uy/</a>
Financial services	<a href="https://www.bcu.gub.uy/Paginas/Default.aspx">https://www.bcu.gub.uy/Paginas/Default.aspx</a>
Water	<a href="https://www.gub.uy/unidad-reguladora-servicios-energia-agua/">https://www.gub.uy/unidad-reguladora-servicios-energia-agua/</a>
Pharmaceuticals	<a href="https://www.gub.uy/ministerio-salud-publica/">https://www.gub.uy/ministerio-salud-publica/</a>
Energy	<a href="https://www.gub.uy/unidad-reguladora-servicios-energia-agua/">https://www.gub.uy/unidad-reguladora-servicios-energia-agua/</a>
Tourism	<a href="https://www.gub.uy/ministerio-turismo/">https://www.gub.uy/ministerio-turismo/</a>
Data protection and privacy	<a href="https://www.gub.uy/unidad-reguladora-control-datos-personales/">https://www.gub.uy/unidad-reguladora-control-datos-personales/</a>

**Q34**

Regarding enforcement, how many infringement cases does your authority/agency handle on average per year?

1700

**Q35**

Yes

Has your authority/agency imposed sanctions and/or other measures for breaches of consumer protection law(s)?



**Q36**

Maximum amount for sanction/measure allowed by consumer protection law(s): (in USD)

98616

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**Q37**

Record highest amount for any sanction/measure imposed: (in USD)

7391

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**Q38**

Please detail if necessary, what kind of sanctions and/or other measures are available in your jurisdiction

Apercibimiento, Muta, Decomiso, Clausura, y Suspensión

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**Q39**

Yes

Are there any non-governmental consumer organizations/associations in your country?

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**Q40**

Yes

Do you have a law/decree that governs consumer organizations/associations?

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**Q41**

In case you have a law/decree that governs consumer organizations, please provide the following details:

Reference of the law/decree

**Ley de Defensa del Consumidor N° 17.250 /Decreto Reglamentario N° 244/000**

URL to law/decree

**<https://www.impo.com.uy/bases/leyes/17250-2000>  
<https://www.impo.com.uy/bases/decretos/244-2000>**

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**Q42**

Do consumer organizations/associations fulfil any of the following functions?

**Legal advice to consumers,  
Consumer education,  
Consumer information,  
Legal representation of consumers' individual interests before courts**

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**Q43** **No**

Do consumer groups/associations receive public funding?

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**Q44**

Name the three largest non-governmental consumer organizations/associations in your jurisdiction:

1- Name	<b>Consumidores y Usuarios Asociados Uruguay (CUA)</b>
1- Website	<b><a href="http://www.cua.com.uy/">http://www.cua.com.uy/</a></b>
2- Name	<b>Asociación Uruguaya de Consumidores Unidos (AUCU)</b>
2- Website	<b><a href="mailto:aucu2017@gmail.com">aucu2017@gmail.com</a></b>

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**Q45** **Yes**

Can consumers obtain redress through judicial channels?

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**Q46** **Yes**

Is there a specialized judicial mechanism for consumer complaints?

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**Q47**

If there is, please provide the following details

Name	<b>Proceso Judicial de Pequeñas Causas Relaciones de Consumo</b>
URL Link	<b><a href="https://www.impo.com.uy/bases/leyes/18507-2009/1">https://www.impo.com.uy/bases/leyes/18507-2009/1</a></b>

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**Q48** **No**

Do you have collective redress/class actions for consumer complaints?

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**Q49** **Lawyers,**

Who can represent consumer interests in court? **Consumer associations**

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**Q50** **Respondent skipped this question**

What is the highest damages award following a collective redress/class action?

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**Q51**

Regarding out-of-court/alternative consumer dispute resolution, are there any of the following?

**Mediation/ Conciliation,**

Comments:

Mediación ante el Área de Defensa del Consumidor.  
Audiencias de Conciliación Administrativa ante el Área  
Defensa del Consumidor

**Q52**

If there are any of the above, please provide the following details:

1- Name

**Mediación ante el Área Defensa del Consumidor**

1- URL Link

**<https://www.gub.uy/tramites/consulta-yo-reclamo-materia-relaciones-consumo>**

2- Name

**Conciliación Administrativa ante el Área Defensa del Consumidor**

2- URL Link

**<https://www.gub.uy/tramites/solicitud-audiencia-administrativa-entre-partes-dirimir-conflicto>**

**Q53**

Are there any CROSS-BORDER out-of-court/alternative consumer dispute resolution initiatives?

**No**

**Q54**

If there are, please provide the following details:

**Respondent skipped this question**

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**Q55**

Are there any self-regulation initiatives from businesses?

**No**

**Q56**

Please provide (up to) 4 examples of the self-regulation initiatives from businesses:

**Respondent skipped this question**

**Q57**

Are there any co-regulation initiatives between businesses and public entities?

**No**

**Q58**

Please provide (up to) 4 examples of the co-regulation initiatives between businesses and public entities:

**Respondent skipped this question**

**Q59**

Respondent skipped this question

Do self-regulation and/or co-regulation initiatives cover any of the following issues? (Please relate to UNGCP Guideline 11)

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**Q60**

What kind and how many international cooperation agreement(s) on consumer protection does your authority/agency participate in?

	Bilateral	Multilateral/Regional
Formal (treaties)	2	1
Informal (memoranda of understanding)		

**Q61**

Respondent skipped this question

Please provide name and URL link of formal bilateral agreements (treaties):

**Q62**

Please provide name and URL link of informal bilateral agreements (memoranda of understanding):

Acuerdo de Cooperación INDECOPI y Dirección General de Comercio- Área Defensa del Consumidor.  
 Convenio de Trasnferencia Tecnológica SENACOM y Dirección General de Comercio- Área Defensa del Consumidor  
 (<https://www.gub.uy/ministerio-relaciones-exteriores/comunicacion/noticias/uruguay-brasil-suscriben-convenio-cooperacion-tecnica-materia-defensa>)

**Q63**

Please provide name and URL link of formal multilateral/regionals agreements (treaties) that address consumer protection:

Resolución N° 4 del Comité Técnico N° 7 de Defensa del Consumidor del Mercosur (<https://www.impo.com.uy/bases/decretos-internacional/399-2018/1>)

**Q64**

Respondent skipped this question

Please provide name and URL link of informal multilateral/regionals agreements (memoranda of understanding) that address consumer protection:

**Q65**

**Consumer information**

Do cooperation agreements on consumer protection (be those formal/informal/bilateral/regional) cover any of the following fields?

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**Q66**

**Respondent skipped this question**

Does your consumer protection enforcement authority/agency have any of the following powers regarding cross-border fraudulent and deceptive commercial practices affecting consumers?

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**Q67**

**Yes**

Do you have any experience in cross-border cooperation on enforcement?

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**Q68**

If you do, please provide a short description

Sistema de vigilancia de mercado para productos especialmente nocivos o peligrosos mediante el Sistema Interamericano de Alerta Rápida (SIAR), que opera en el marco de la Red de Consumo Seguro y Salud de la Organización de Estados Americanos (OEA).

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**Q69**

Do you engage in technical cooperation or capacity building activities on consumer protection?

Bilaterally

Through an international organization/network

As a recipient

**Yes**

**Yes**

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As a donor

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**Q70**

If you have engaged in technical cooperation or capacity building activities on consumer protection as a recipient/as donor and/or through an international organization/network, please provide the following details for each initiative

1- Name of programme/project	<b>Acuerdo de Cooperación Internacional</b>
1- Name of cooperating partner(s)	<b>INDECOPI</b>
1- Scope of programme/project (list areas of work)	<b>Cursos de capacitación para funcionarios, buenas prácticas.</b>
2- Name of programme/project	<b>Convenio de transferencia tecnológica SENACOM y Dirección General de Comercio Área Defensa del Consumidor</b>
2- Name of cooperating partner(s)	<b>SENACOM</b>
2- Scope of programme/project (list areas of work)	<b>Cursos de capacitación para funcionarios, buenas prácticas, transferencia tecnológica</b>
3- Name of programme/project	<b>Acuerdo de Cooperación Interinstitucional para la promoción de los derechos de las personas consumidoras</b>
3- Name of cooperating partner(s)	<b>Conferencia de las Naciones Unidas sobre Comercio y Desarrollo (UNCTAD)</b>
3- Scope of programme/project (list areas of work)	<b>Fortalecimiento institucional, capacitación de funcionarios, intercambio de experiencias y participación en eventos regionales e internacionales.</b>

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**Q71**

**Yes**

Does your authority/agency carry out information and education initiatives?

**Q72**

**Product hazard**

Do information and education initiatives carried out by your authority/agency cover any of the following fields?

**Q73**

**No**

Does your authority/agency provide specific education and information initiatives for vulnerable and disadvantaged consumers?

**Q74**

**Respondent skipped this question**

If your authority/agency does, please provide the following details:

**Q75**

**No**

Do consumer organizations/associations provide education and information initiatives?

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**Q76**

**Respondent skipped this question**

If consumer organizations/associations do, please provide the following details:

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**Q77**

**No**

Does your authority/agency conduct research and analysis on consumer protection issues?

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**Q78**

**Respondent skipped this question**

If your authority/agency does, please provide the following details:

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**Q79**

**No**

Do other organizations/associations conduct research and analysis on consumer protection?

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**Q80**

**Respondent skipped this question**

If other organizations/associations do, please provide the following details:

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