



World Consumer Protection Map

Contribution by
Colombia

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Q1 **Colombia**

Name of responding member State

Q2

Name of responding authority/agency:

Superintendency of Industry and Commerce

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Q7 **Yes**

Does your country's Constitution contain a provision on consumer protection?

Q8

If you do, please provide de following details:

Text of constitutional norm with reference to consumer protection

Article 78 Political Constitution developed by the Law 1480/2011

URL link

<http://www.sic.gov.co/estatutos-consumidor>

Q9 **Yes**

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

Q10 **Date** **02/12/1982**

If you do, when was the main specific law first enacted?

Consumer Protection Survey

Q11

Date

12/10/2011

If your main specific law on consumer protection has been revised, when was the date of its latest revision?

Q12

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

1- Name of law	Superintendency of Industry and Commerce Sole Circular. Title II
1- URL link	https://www.sic.gov.co/sites/default/files/normatividad/062021/Titulo%20II-Act%202021.pdf
2- Name of law	Information and Advertising addressed to Children. Decree 975/2014
2- URL link	http://wsp.presidencia.gov.co/Normativa/Decretos/2014/Documents/MAYO/28/DECRETO%20975%20DEL%2028%20DE%20MAYO%20DE%202014.pdf
3- Name of law	Right of withdrawal on E Commerce
3- URL link	http://www.sic.gov.co/sites/default/files/normatividad/Decreto_587_2016.pdf
4- Name of law	Recall Notifications - Decree 679/2016
4- URL link	https://www.funcionpublica.gov.co/eva/gestornormativo/norma.php?i=69317
5- Name of law	Distance Sales - Decree 1499/2014
5- URL link	http://wsp.presidencia.gov.co/Normativa/Decretos/2014/Documents/AGOSTO/12/DECRETO%201499%20DEL%2012%20DE%20AGOSTO%20DE%202014.pdf
6- Name of law	Superintendence of Industry and Commerce's structure and functions - Decree 4886/2011
6- URL link	https://www.funcionpublica.gov.co/eva/gestornormativo/norma_pdf.php?i=66371

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)
- ,
- Electronic commerce,
- Promotion of sustainable consumption,
- Tourism,
- 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):

Access by consumers to essential goods and services	Law 142/1994
Voluntary codes for businesses	None
Restrictive business practices (competition/antitrust)	Law 1340/2009
Food distribution	Law 79/1979
Water	Law 142/1994
Pharmaceuticals	Law 79/1979
Energy	Law 143/1994
Public utilities	Law 142/1994
Data protection and privacy	Law 1581/2012
Financial services	Decree 663/1993

Q15

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

Access by consumers to essential goods and services	http://www.alcaldiabogota.gov.co/sisjur/normas/Norma1.jsp?i=2752
Voluntary codes for businesses	None
Restrictive business practices (competition/antitrust)	http://www.secretariasenado.gov.co/senado/basedoc/ley_1340_2009.html
Food distribution	http://www.secretariasenado.gov.co/senado/basedoc/ley_0009_1979.html
Water	http://www.alcaldiabogota.gov.co/sisjur/normas/Norma1.jsp?i=2752
Pharmaceuticals	http://www.secretariasenado.gov.co/senado/basedoc/ley_0009_1979.html
Energy	https://www.minminas.gov.co/documents/10180/23517/21443-3668.pdf
Public utilities	http://www.alcaldiabogota.gov.co/sisjur/normas/Norma1.jsp?i=2752
Data protection and privacy	http://www.alcaldiabogota.gov.co/sisjur/normas/Norma1.jsp?i=49981
Financial services	http://www.secretariasenado.gov.co/senado/basedoc/estato_organico_sistema_financiero.html

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Q16

Name of Ministry responsible for consumer protection:

Ministry of Trade, Industry and Tourism

Q17

URL link of responsible Ministry for consumer protection:

<http://www.mincit.gov.co/>

Q18

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

1992

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Q19

Yes

Do you have a main consumer protection authority/agency?

Q20

Name of main consumer protection authority/agency:

Superintendence of Industry and Commerce (SIC) of Colombia

Q21

URL of main consumer protection authority/agency:

<http://www.sic.gov.co/>

Q22

Year of creation:

1968

Q23

Annual budget: (in USD)

312726320

Q24

Respondent skipped this question

Total number of staff:

Q25

Total number of staff directly affected to consumer protection:

192

Q26

Yes

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

Q27

If you do, please provide the following details:

Reference of the law/decre

Decreto 4886 de 2011

URL to law/decre

http://www.secretariasenado.gov.co/senado/basedoc/decreto_4886_2011.html

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)
,
Voluntary codes for businesses,
Restrictive business practices(competition/antitrust),
Electronic commerce,
Promotion of sustainable consumption,
Pharmaceuticals,
Tourism,
Data protection and privacy,
Dispute resolution,
Redress,
Consumer education,
Consumer information**

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	In the case of goods and services it is the competence of the Superintendence of Industry and Commerce, while in the case of essential public services/utilities it is the competence of the Superintendence of Public Services. de la rama y lo que la jurisprudencia ha definido como servicios esenciales
Financial services	Superintendence of Finance, from the Ministry of Finance and Public Credit, and Superintendence of Solidarity Economy
Food distribution	The Ministry of Health and Social Protection, through the National Institute for the Surveillance of Medicines and Food (INVIMA by its acronyms in Spanish), the Ministry of Agriculture and the Colombian Institute for Familiar Welfare for Children and Adolescents (ICBF by its acronyms in Spanish).
Water	Superintendence of Public Services
Energy	Superintendence of Public Services

Q30

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

Access by consumers to essential goods and services	http://superservicios.gov.co/
Financial services	https://www.superfinanciera.gov.co/jsp/index.jsf http://www.supersolidaria.gov.co/
Food distribution	https://www.minagricultura.gov.co/Paginas/default.aspx https://www.icbf.gov.co/
Water	http://superservicios.gov.co/
Energy	http://superservicios.gov.co/

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)**
- ,**
- Voluntary codes for businesses,**
- Restrictive business practices (competition/antitrust),**
- Electronic commerce,**
- Financial services,**
- Promotion of sustainable consumption,**
- Pharmaceuticals,**
- Tourism,**
- Data protection and privacy,**
- Dispute resolution,**
- Redress,**
- Consumer education,**
- Consumer information**

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	In the case of goods and services it is the competence of the Superintendence of Industry and Commerce, while in the case of essential public services/utilities it is the competence of the Superintendence of Public Services.
Food distribution	The Ministry of Health and Social Protection, through the National Institute for the Surveillance of Medicines and Food (INVIMA by its acronyms in Spanish), the Ministry of Agriculture and the Colombian Institute for Familiar Welfare for Children and Adolescents (ICBF by its acronyms in Spanish).
Water	Superintendence of Public Services
Energy	Superintendence of Public Services

Q33

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

Access by consumers to essential goods and services	http://superservicios.gov.co/
Food distribution	https://www.minagricultura.gov.co/_layouts/15/start.aspx#/Paginas/default.aspx https://www.icbf.gov.co/
Water	http://superservicios.gov.co/
Energy	http://superservicios.gov.co/

Q34

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

Bearing in mind that the Deputy Superintendence for Consumer Protection is in charge of the two Directorates mentioned above, the Accountability Report that the SIC must prepare periodically showed that between 2019 and 2020 this Authority imposed 352 sanctions for a total value of COP \$30. 082,352,359,322, of which 259 were imposed by the Directorate of Investigations for Consumer Protection for the amount of COP \$20,991,406,610, and 93 were imposed by the Directorate for Users of Telecommunications Services Protection for the amount of COP \$9,090,952,712. Likewise, 806 administrative orders were issued in order to prevent harm or damage to consumers, of which 799 were issued by the Directorate of Investigations for Consumer Protection and 7 by the Directorate for Users of Telecommunications Services Protection. Moving forward, between 2020 and 2021, the Deputy Superintendence for Consumer Protection has imposed more than 395 sanctions, which shows a slight increase in the number of sanctions imposed compared to the last period. In addition, more than 200 administrative orders have been issued. On the occasion of the various visits carried out in different cities in the country and the new powers attributed to the SIC in the area of tourism services (Law 2068 of 2020), 17 administrative orders were issued to 799 tourism service providers to bring their conduct into line with tourism regulations, particularly in relation to updating their registration in the National Tourism Register. Finally, 53 sanctions were imposed for infringements related to misleading advertising 11 supermarkets were sanctioned for breaches of consumer protection regulations; and in real estate consumer protection matters, 6 construction companies were sanctioned.

Q35

Respondent skipped this question

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)

230

Q37

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

1115901598

Q38

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

Fines of up to the equivalent to 2000 monthly minimum wages at the time when the sanction is imposed

- Temporary closure of the commercial establishment for up to 180 days
 - In the events of recurring misconduct, and depending on the severity of the misconduct, the SIC may order the permanent closure of the commercial establishment or the permanent removal of a website platform from the internet
 - Temporary or permanent prohibition to produce, distribute, or offer to the public certain products
 - Order the destruction of a product considered as harmful for consumer's health and safety
-

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Q39

Yes

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

Q40

Yes

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

Q41

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

Reference of the law/decree

Decree 1441 of 1982 which regulates the organization and the control and surveillance regime of consumer leagues and associations.

URL to law/decree

<https://www.funcionpublica.gov.co/eva/gestornormativo/norma.php?i=34174>

Q42

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

**Legal advice to consumers,
Consumer education,
Consumer information**

Q43

Do consumer groups/associations receive public funding?

No

Q44

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

1- Name

Colombian Confederation of Consumers

1- Website

<http://www.ccconsumidores.org.co/>

2- Name

Consumers' League of Bogotá (CON-SUMMA by its acronyms in Spanish)

2- Website

<http://ligaconsumidoresbogota.org/>

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Q45

Can consumers obtain redress through judicial channels?

Yes

Q46

Is there a specialized judicial mechanism for consumer complaints?

Yes

Q47

If there is, please provide the following details

Name

In accordance with the Consumer Protection Statute (Law 1480 of 2011) and the General Code of Process, in terms of mechanisms for the resolution of consumer complaints, the Superintendence of Industry and Commerce (SIC) has both administrative powers, aimed at protecting the general interest of consumers, and jurisdictional powers, aimed at protecting particular or individual interests. Thus, in the case of general claims that may affect all consumers in general, a complaint or denunciation must be filed before the Deputy Superintendence for Consumer Protection of the SIC to report a situation that affects or may potentially affect consumers as a whole, which must be processed through administrative channels. On the other hand, when consumers have particular or individual consumer complaints, they must file a lawsuit before the Deputy Superintendence for Jurisdictional Affairs of the SIC requesting individual redress, which must be processed through jurisdictional channels. It is worth noting that the filing of this lawsuit must be done once the consumer has extinguished the previous instance in which he/she must communicate his/her non-conformity directly to the company, supplier or trader and wait for a due response for a period of 15 working days. Once this time has elapsed, if no satisfactory response or no response at all is received, the consumer may then file a lawsuit with this Authority.

URL Link

<https://www.sic.gov.co/tema/asuntos-jurisdiccionales>
<https://www.sic.gov.co/tema/proteccion-del-consumidor>

Q48

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

No

Q49

Who can represent consumer interests in court?

Consumers individually,
 Lawyers

Q50

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

Respondent skipped this question

Q51

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

Mediation/ Conciliation,

Comments:

SIC FACILITA programme: This is a virtual tool where the SIC acts as a facilitator between consumers and suppliers to reach agreements on claims related to consumer rights. Suppliers and consumers will meet through a chat directed by the SIC, with the aim of resolving problems arising from their consumer relationship (guarantees, promotions and offers, misleading advertising, distance sales, among others), seeking a quick and effective solution without the need to resort to the courts. Generate quick and effective solutions for businesses and consumers through the use of technological tools. Savings in terms of time as well as human and financial resources that business owners spend on dealing with disputes on consumer law. Promote a culture of customer service through the prompt and effective resolution of consumer complaints. To avoid as far as possible the risks associated with the judicial settlement of consumer law disputes (length of proceedings, financial penalties, dissatisfaction). To increase levels of consumer satisfaction.

Q52

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

1- Name

SIC FACILITA

1- URL Link

<https://sicfacilita.sic.gov.co/SICFacilita/index.xhtml>

Q53

Yes

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

Q54

If there are, please provide the following details:

1- Name	Tourism services in the framework of the Ibero-American Forum of Governmental Consumer Protection Agencies (FIAGC by its acronyms in Spanish).
1- URL Link	http://201.144.226.20/
2- Name	Under the framework of the Pacific Alliance, the consumer protection authorities have been working to develop an Interoperable Digital Platform and Mobile Application for Consumer Complaint Resolution for Pacific Alliance Member Countries in the face of the COVID-19 pandemic and post-pandemic.
2- URL Link	Not available yet as the initiative is still a project proposal, however general information can be found here: https://alianzapacifico.net/en/technical-group-consumer-protection/

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Q55

Yes

Are there any self-regulation initiatives from businesses?

Q56

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

1- Name of initiative	Guide of Recommendations for the Support of Cosmetic Product Claims. With the participation of SIC/UNIDO/INVIMA/ANDI.
1- Scope of application	Cosmetic products
1- URL link	https://www.unido.org/sites/default/files/files/2018-04/Guia-de-Proclamas-web.pdf
2- Name of initiative	Commercial Communication Self-Regulatory Commission
2- Scope of application	Advertising self-regulation
2- URL link	https://revistapym.com.co/comunicacion/comision-autorregulacion-autorregulacion

Q57

Yes

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

Q58

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

1- Name of initiative	TAKATA
1- Scope of application	Consumer Product Safety
1- URL link	https://www.sic.gov.co/campana-de-seguridad-takata
2- Name of initiative	Mercado Libre - SIC Agreement
2- Scope of application	Prevent the offering and commercializing of unsafe products online.
2- URL link	https://www.sic.gov.co/slider/superindustria-y-mercadolibre-firman-acuerdo-para-impedir-el-ofrecimiento-de-productos-que-pongan-en-riesgo-la-vida-de-las-personas

Q59

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

- Fair and equitable treatment,**
- Responsible commercial behaviour,**
- Disclosure of information and transparency,**
- Education and awareness-raising,**
- Consumer complaints and disputes**

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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)		
Informal (memoranda of understanding)	4	4

Q61

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

<https://www.sic.gov.co/en/sic-international-agreements>

Q62

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

<https://www.sic.gov.co/en/sic-international-agreements>

Q63

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

<http://www.sic.gov.co/en/sic-international-agreements>

Q64

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

<http://www.sic.gov.co/en/sic-international-agreements>

Q65

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

- Judicial cooperation,**
 - Policy making,**
 - Enforcement,**
 - Consumer rights/legitimate needs,**
 - Protection of vulnerable and disadvantaged consumers,**
 - Physical safety,**
 - Terms and conditions,**
 - Restrictive business practices(competition/antitrust),**
 - Electronic commerce,**
 - Promotion of sustainable consumption,**
 - Tourism,**
 - Data protection and privacy,**
 - Dispute resolution,**
 - Consumer education,**
 - Consumer information**
-

Q66

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

Investigate,

Share information and evidence,

Other (please specify):

A MoU is currently being negotiated within the framework of the Pacific Alliance between the consumer protection authorities of the Pacific Alliance (SERNAC-Chile, SIC-Colombia, PROFECO-Mexico, INDECOPI-Peru) and the FTC from the United States. This MoU is aimed at evidence gathering. On the other hand, under the framework of ICPEN, progress is already being made on collective enforcement between countries to protect consumers from unfair terms in the digital economy. Moreover, in e-commerce, Colombia promoted a declaration aimed at resolving cross-border disputes with Argentina, Mexico, and Peru, in the context of the First E-Commerce Congress organized by the SIC on 15-16 March 2018.

Q67

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

Yes

Q68

If you do, please provide a short description

On one hand, last year the Superintendence of Industry and Commerce, in its role as national consumer protection and product safety authority, with the support of the permanent mission of Colombia in Geneva, succeeded in having the United Nations Conference on Trade and Development (UNCTAD) “Recommendation on Preventing Cross-Border Distribution of Known Unsafe Consumer Products” unanimously adopted by all member countries of UNCTAD at the VII United Nations Conference, the forum responsible for examining all aspects of the set of multilaterally agreed equitable principles and rules for the control of restrictive business practices in the area of free competition and consumer protection.

The above mentioned Recommendation was an initiative that originated in the Working Group on Consumer Product Safety of UNCTAD's Intergovernmental Group of Experts, of which the SIC is a member. After obtaining the final text of the draft Recommendation, the SIC and the Australian Competition and Consumer Commission (ACCC), on behalf of Colombia and Australia respectively, acted as sponsors of this initiative, which seeks to prioritize the protection of the health, life and integrity of consumers over the fulfillment or validation of formal requirements and to dismiss the defense of the exporter who claims not to know the safety requirements at the export destination. This is intended to be achieved through the effective implementation of the general recommendation to UNCTAD Member States to promote policies aimed at preventing international trade in unsafe products, and thus to achieve commitment to the adoption of preventive measures that are necessary to protect consumers across borders and jurisdictions.²⁶

On the other hand, under the framework of the last update made to the OECD's Implementation Toolkit on Legislative Actions for Consumer Protection Enforcement Cooperation, our Authority has three (3) cases of cross-border cooperation on enforcement that might result interesting highlighting.

The first is a case from Peru against the company Cap Technologies S.A.S., better known as Picap, for advertising of its mobile application that violated the Peruvian consumer protection rules, and with respect to which they requested the collaboration of the Superintendence of Industry and Commerce, as the company is established in Colombia and, precisely, had already been investigated by our Authority.

The second case corresponds to an administrative investigation initiated by the Superintendence of Industry and Commerce against a multinational company that sells mobile phones worldwide, which appeared to provide misleading information to consumers about updates to the phone's operating system and their implications on the device's performance. Finally, the third case shown in the Implementation Toolkit was a case in which the Superintendence of Industry and Commerce assisted several countries in the continent in relation to an investigation that the Chilean consumer protection authority (SERNAC) initiated against Open English, an English language learning company registered in the United States but operating in many countries in the region. In this case, the SIC cooperated by sharing consumer complaints against the company in question along with their respective personal data, all in accordance with personal data protection laws.

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
As a donor	Yes	Yes

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	COMPAL/UNCTAD Programme
1- Name of cooperating partner(s)	UNCTAD
1- Starting date of programme/project	2009
1- Finish date of programme/project	2018
1- Scope of programme/project (list areas of work)	Clemency Guides. Compliance guides for Consumer Protection and Free Competition. Impact studies of competition rules and decisions. Judges' workshop.
2- Name of programme/project	United Conference on Trade and Development (UNCTAD)
2- Name of cooperating partner(s)	Working Groups on Consumer Protection Matters
2- Scope of programme/project (list areas of work)	Currently, within UNCTAD, the Superintendence of Industry and Commerce is part of two Working Groups: the first one on Consumer Product Safety, and the second one on Electronic Commerce. This second group is divided into three other sub-groups: Cross Border Cooperation, Consumer Education and Business Guidance, and Misleading and Unfair Business Practices, which the SIC is currently leading with respect to misleading environmental claims in e-commerce.
3- Name of programme/project	International Consumer Protection and Enforcement Network (ICPEN)
3- Name of cooperating partner(s)	All ICPEN members
3- Scope of programme/project (list areas of work)	Currently, the Superintendence of Industry and Commerce participates in different Working Groups within this Network, including those focused on issues related to misleading environmental claims, digital platforms, alternative dispute resolution mechanisms, promotional pyramid schemes, and enforcement during the COVID-19 pandemic, of which it is the coleader, along with the US Federal Trade Commission (FTC), among other themes. This Superintendence is also a member of the Network's Advisory Group and is the coordinator of the Fraud Prevention Month, under which educational campaigns on different consumer protection topics aimed at both consumers and entrepreneurs are carried out every year in March.
4- Name of programme/project	Global Awareness Campaign – Safety of Toys Sold Online
4- Name of cooperating partner(s)	Organization for Economic Co-operation and Development (OECD)

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4- Starting date of programme/project	2020
4- Finish date of programme/project	2020
4- Scope of programme/project (list areas of work)	Every year the OECD organizes a product safety campaign focusing on various consumer protection issues. For 2020, the campaign was on the safety of children's toys sold online, and the SIC participated not only by sharing and disseminating the campaign material, but also by translating it into different languages, such as Spanish and French, so that other members of the organization could also actively participate.
5- Name of programme/project	OECD International Conference "The Consumer Marketplace of the Future"
5- Name of cooperating partner(s)	Organization for Economic Co-operation and Development (OECD)
5- Starting date of programme/project	2021
5- Finish date of programme/project	2021
5- Scope of programme/project (list areas of work)	In 2021 the OECD organized the International Conference entitled "The Consumer Marketplace of the Future", in which the SIC not only participated virtually as a panelist in session 3 "The Changing Consumer Product Safety Landscape" but was also in charge of developing the entire visual identity of the event.

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Q71

Yes

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

Q72

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

Product hazard,
Legislation, dispute resolution,
Weight and measures, prices and quality,
Electronic commerce,
Sustainable consumption,

Other (please specify):

Protection of personal data. Technical regulations.
Advertising and information. Protection of consumers with special protection (people with disabilities, children, the elderly, rural population, etc.).

Q73

Yes

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

Q74

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

1- Name of initiative	SIC EDUCA
1- Scope of initiative	Training programme of the Superintendence of Industry and Commerce, both face-to-face and virtual.
1- URL link	http://www.sic.gov.co/formacion_sic
1- Impact (short description)	Training programme aimed at entrepreneurs and consumers, which develops programmes and specialised material for consumers in conditions of greater vulnerability, such as children and adolescents and consumers with disabilities.
2- Name of initiative	Citizen Attention (Atención al ciudadano)
2- Scope of initiative	To provide free of cost guidance to consumers on the procedures and functions of the SIC. It has different service channels such as: face-to-face, telephone, virtual, online chat and video-call channels.
2- URL link	https://www.sic.gov.co/atenci%C3%B3n-al-ciudadano/servicios-de-informaci%C3%B3n-al-ciudadano
2- Impact (short description)	Most of the communication channels for citizen attention of the Superintendence of Industry and Commerce are aimed at serving consumers in general. However, there are two channels specially designed to address the requests and concerns of particular groups of vulnerable consumers. On one hand, there is the Video Call for general advice and sign language, which consists of a channel aimed mainly at those consumers who have a physical condition that prevents them from hearing and require specialised attention and assistance in sign language. The aforementioned, in order to provide these consumers with adequate and timely information on the procedures or services provided by the institution, without prejudice to the fact that this channel may also be used by consumers in general. On the other hand, the Social Dialogue Channel consists of a channel for telephone attention and preferential guidance aimed particularly at the elderly, minors, victims of the conflict or persons with cognitive disabilities. Through this channel, these groups are offered with detailed, simple, easy-to-understand and non-technical information that is useful for resolving their concerns and understanding the issues that fall under the jurisdiction of the Superintendency of Industry and Commerce.
3- Name of initiative	National Consumer Protection Network

3- Scope of initiative

Consumer protection decentralization programme, in collaboration with other authorities involved in consumer protection in other areas such as financial services, health, sanitary aspects, public services/utilities. The National Consumer Protection Network provides citizens' services providing guidance and facilitating access to information, offering advice and support on industrial property issues (trademarks and patents), reception and transfer of all the administrative complaints submitted by consumers within the framework of a consumer relationship.

3- URL link

<https://www.sic.gov.co/rnpc>

3- Impact (short description)

The National Consumer Protection Network is an instrument created by Law 1480 of 2011, with the aim of articulating the various authorities that are responsible for consumer protection functions, such as mayors, the SIC, consumer protection leagues and associations, among others, and effectively guarantee the rights of consumers in each of the regions of the country. The SIC has gradually carried out the signing of agreements for the opening of the Consumer Houses, consolidating the operation of 23 Consumer Houses in the national territory.

Q75

Yes

Do consumer organizations/associations provide education and information initiatives?

Q76

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

1- Name of consumer organization/association

Confederación Colombiana de Consumidores

1- URL link of initiative

<http://www.ccconsumidores.org.co/>

2- Name of consumer organization/association

Liga de Consumidores de Bogotá - Consumma

2- URL link of initiative

<http://ligaconsumidoresbogota.org/>

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Q77

No

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

Q78 **Respondent skipped this question**

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

Q79 **No**

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

Q80 **Respondent skipped this question**

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