



World Consumer Protection Map

Contribution by
Iceland

Page 2: Contact of respondent

Q1 **Iceland**
Name of responding member State

Q2
Name of responding authority/agency:
Consumer Agency

Page 3: Consumer protection legislation

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

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

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

Q10 **Date** **03/05/1978**
If you do, when was the main specific law first enacted?

Q11 **Date** **21/03/2020**
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	Unfair commercial practices
1- URL link	https://www.althingi.is/lagas/nuna/2005057.html
2- Name of law	Consumer Rights
2- URL link	https://www.althingi.is/lagas/nuna/2016016.html
3- Name of law	Package travel
3- URL link	https://www.althingi.is/lagas/nuna/2018095.html
4- Name of law	Mortgage credit
4- URL link	https://www.althingi.is/lagas/nuna/2016118.html
5- Name of law	Consumer credit
5- URL link	https://www.althingi.is/lagas/nuna/2013033.html
6- Name of law	Consumer purchase
6- URL link	https://www.althingi.is/lagas/150b/2003048.html

Q13

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

- Consumer rights/legitimate needs,**
 - Protection of vulnerable and disadvantaged consumers,**
 - Product quality,**
 - Terms and conditions,**
 - Promotional marketing and sales practices (including misleading advertisement)**
 - ,**
 - Restrictive business practices (competition/antitrust),**
 - Electronic commerce,**
 - Promotion of sustainable consumption,**
 - Water,**
 - Tourism,**
 - Financial services,**
 - Redress,**
 - Consumer information**
-

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):

Food distribution	Law on food stuff
Pharmaceuticals	Pharmaceuticals
Data protection and privacy	Data protection law
Dispute resolution	Complaint handling for consumers
Consumer education	law on Consumer Agency

Q15

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

Food distribution	https://www.althingi.is/lagas/150b/1995093.html
Pharmaceuticals	https://www.althingi.is/lagas/150b/1994093.html
Data protection and privacy	https://www.althingi.is/lagas/150b/2019075.html
Dispute resolution	https://www.althingi.is/lagas/150b/2019081.html
Consumer education	https://www.althingi.is/lagas/150b/2005062.html

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Q16

Name of Ministry responsible for consumer protection:

Ministry of Industries and Innovation

Q17

URL link of responsible Ministry for consumer protection:

<https://www.government.is/ministries/ministry-of-industries-and-innovation/>

Q18

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

2017

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Q19

Yes

Do you have a main consumer protection authority/agency?

Q20

Name of main consumer protection authority/agency:

Consumer Agency

Q21

URL of main consumer protection authority/agency:

<https://neytendastofa.is/english/>

Q22

Year of creation:

2005

Q23

Annual budget: (in USD)

2139000

Q24

Total number of staff:

16

Q25

Total number of staff directly affected to consumer protection:

5

Q26

Yes

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

Q27

If you do, please provide the following details:

Reference of the law/decreed	Consumer Agency
URL to law/decreed	https://www.althingi.is/lagas/150b/2005062.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,
Terms and conditions,
Promotional marketing and sales practices (including misleading advertisement)
 ,
Electronic commerce,
Financial services,
Promotion of sustainable consumption,
Tourism,
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:

Food distribution	Icelandic food at veterinary authority
Pharmaceuticals	Icelandic Medicines Agency
Energy	National Energy Authority
Data protection and privacy	Icelandic Data Protection Authority

Q30

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

Food distribution	https://www.mast.is/en
Pharmaceuticals	https://www.ima.is/
Energy	https://nea.is/
Data protection and privacy	https://www.personuvernd.is/information-in-english/

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,
- Terms and conditions,
- Promotional marketing and sales practices (including misleading advertisement)
- ,
- Electronic commerce,
- Financial services,
- Promotion of sustainable consumption,
- Tourism,
- 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:

- | | |
|-----------------------------|---|
| Food distribution | Icelandic food and Veterinary Authority |
| Pharmaceuticals | Icelandic Medicines Agency |
| Energy | National Energy Authority |
| Data protection and privacy | Data Protection Authority |

Q33

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

- | | |
|-----------------------------|---|
| Food distribution | https://www.mast.is/en |
| Pharmaceuticals | https://www.ima.is/ |
| Energy | https://nea.is/ |
| Data protection and privacy | https://www.personuvernd.is/information-in-english/ |

Q34

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

170

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)

142000

Q37

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

142000

Q38

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

Administrative- and/or daylie sanctions

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Q39

Yes

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

Q40

No

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

Q41

Respondent skipped this question

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

Q42

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

Consultation in policy making,

Legal advice to consumers,

Legal representation for consumer collective actions

Q43

Yes

Do consumer groups/associations receive public funding?

Q44

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

1- Name	Consumer Association
1- Website	https://ns.is/
2- Name	The Icelandic Automobile Association
2- Website	https://www.fib.is/is/english

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Q45 **Yes**

Can consumers obtain redress through judicial channels?

Q46 **No**

Is there a specialized judicial mechanism for consumer complaints?

Q47 **Respondent skipped this question**

If there is, please provide the following details

Q48 **Yes**

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

Q49 **Consumers individually,
Lawyers,
Consumer protection enforcement authority/agency,
Consumer associations**

Who can represent consumer interests in court?

Q50 **Respondent skipped this question**

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

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Q51 **Respondent skipped this question**

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

Q52 Respondent skipped this question

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

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	Ecc-Net
1- URL Link	https://eccisland.is/en/

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Q55 No

Are there any self-regulation initiatives from businesses?

Q56 Respondent skipped this question

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

Q57 Respondent skipped this question

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

Q58 Respondent skipped this question

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

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

Respondent skipped this question

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

Q61

Respondent skipped this question

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

Q62

Respondent skipped this question

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

Q63

Respondent skipped this question

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

Q64

Respondent skipped this question

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

Q65

Respondent skipped this question

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

Q66

**Investigate,
Pursue,
Share information and evidence**

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

Q67

Yes

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

Q68

If you do, please provide a short description

Consumer credit provided from a creditor in Denmark.
Airline information from Icelandic airlines, directed to consumers in Europe

Q69

Respondent skipped this question

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

Q70

Respondent skipped this question

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

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Q71

Yes

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

Q72

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

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

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

Consumer Agency

1- URL link of initiative

<https://neytendastofa.is/english/>
<https://www.facebook.com/Neytendastofa/>

2- Name of consumer organization/association

Consumer Association

2- URL link of initiative

<https://ns.is/>
<https://www.facebook.com/neytendasamtokin/>

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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:
