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***Intergovernmental Group of Experts on Consumer Law and Policy***  
***(IGE Consumer)***

3rd SESSION

9-10 July 2018

Room XVII, Palais des Nations, Geneva

Monday, 9 July 2018

Morning Session

**Agenda. Opening plenary**

Contribution by

Federal Trade Commission

United States of America

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**3rd Intergovernmental Group of Experts on  
Consumer Protection Law and Policy**

**High Level Opening Session: Implementation of the Revised  
United Nations Guidelines for Consumer Protection  
Monday, July 9, 2018, 10.00 am to 11.00am  
Room: XVII, Palais des Nations, First Floor  
Mr. Hugh Stevenson**

**United States Federal Trade Commission Focus Points:**

1. The Federal Trade Commission (FTC) looks forward to discussing the implementation of the revised UN Guidelines on Consumer Protection (UNGCP), the key principles of which were developed in accordance with best practices long promoted by the FTC and the OECD. The FTC's new Chairman intends to make vigorous enforcement a priority, utilizing consumer and business education programs, investigation and enforcement actions, and cross-border cooperation efforts to prevent violations and ensure redress for harmed consumers. Relevant OECD input includes the 2003 *Cross-Border Fraud Guidelines*, the 2016 *E-Commerce Recommendation*, and the 2018 report on *Consumer Protection Enforcement in a Global Digital Marketplace*, among others. This presentation highlights the work of the FTC and the OECD in line with several of UNGCP's key principles.
2. **Principles 11 and 14 – Good Business Practices and National Policies:** These principles encourage businesses and Member States to adopt policies that protect consumers from deceptive practices, false advertising, and unsafe and unsecure products. The FTC regularly brings enforcement actions to challenge false and unsubstantiated claims in advertising. OECD work in this area includes research on consumer trust and information disclosures. It also addresses emerging consumer threats in product safety, including in developing technologies like the Internet of Things.
3. **Principle 15 – Redress and Dispute Resolution:** Following the 2007 OECD *Recommendation on Consumer Dispute Resolution and Redress* and the 2016 *Recommendation on Consumer Protection in E-Commerce* recommendation, the UNGCP calls for Member States to ensure that their enforcement agencies have authority and resources to ensure or facilitate redress for consumers. The FTC is an example of the effect of giving regulators redress and injunctive powers. FY2017, the FTC returned over \$543 million to consumers, required defendants to self-administer consumer refund programs worth more than \$11.5 billion, and estimates that it saved consumers over \$1.29 billion through its consumer protection enforcement actions.
4. **Principles 82-89 – Cross-Border Enforcement Cooperation:** These principles call on Member States to cooperate in combatting fraudulent and deceptive cross-border commercial practices. They draw on the OECD's 2003 *Cross-Border Fraud Guidelines*, which were recently reviewed in the 2018 report, *Consumer Protection Enforcement in a Global Digital Marketplace*. The FTC has a long history of implementing these

principles through the international consumer complaint system, [econsumer.gov](http://econsumer.gov), and through joint investigative and enforcement actions under the U.S. SAFE WEB Act of 2006. The FTC also actively participates in multilateral enforcement networks like ICPEN, GPEN, UCE-NET, and the IMMFWG.