
eCommerce Week

16–20 April 2018

Palais des Nations, Geneva



Development Dimensions of Digital Platforms

THE ROLE OF BUSINESS IN PROTECTING ONLINE CONSUMERS



UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

UNCTAD

United Nations Guidelines on Consumer Protection (UNGCP)



Principles for Good Business Practices

(a) **Fair and equitable treatment.** *Businesses should deal fairly and honestly with consumers at all stages of their relationship, so that it is an integral part of the business culture. Businesses should avoid practices that harm consumers, particularly with respect to vulnerable and disadvantaged consumers;*

(b) **Commercial behaviour.** *Businesses should not subject consumers to illegal, unethical, discriminatory or deceptive practices, such as abusive marketing tactics, abusive debt collection or other improper behaviour that may pose unnecessary risks or harm consumers. (...);*

(c) **Disclosure and transparency.** *Businesses should provide complete, accurate and not misleading information regarding the goods and services, terms, conditions, applicable fees and final costs to enable consumers to take informed decisions. Businesses should ensure easy access to this information, especially to the key terms and conditions, regardless of the means of technology used;*

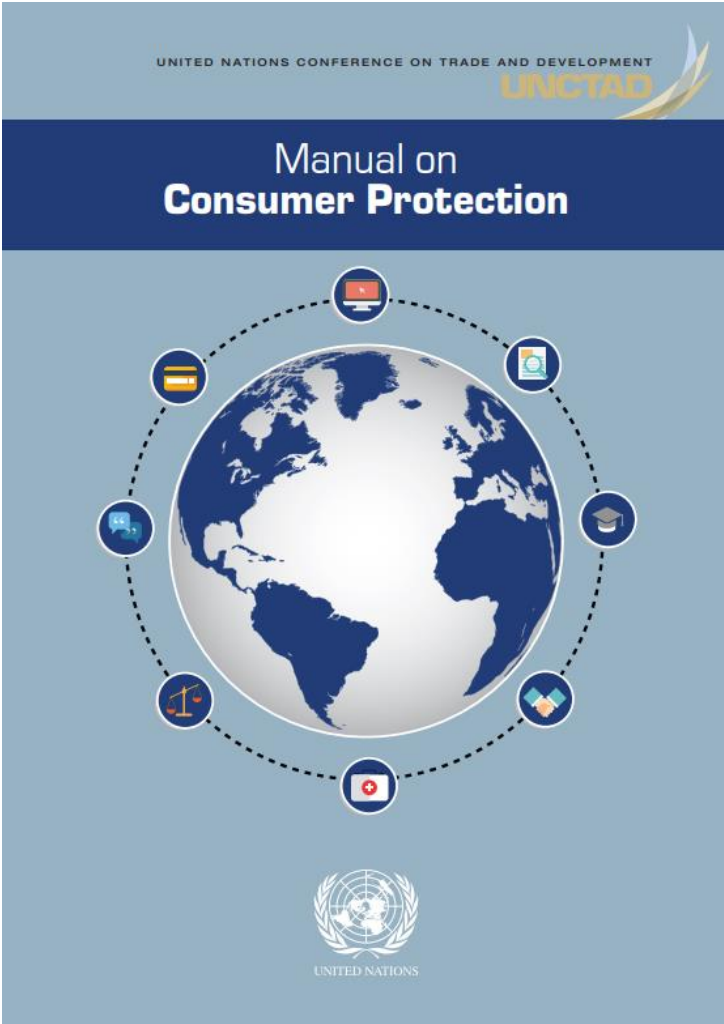
(d) **Education and awareness-raising.** *Businesses should, as appropriate, develop programmes and mechanisms to assist consumers to develop the knowledge and skills necessary to understand risks, including financial risks, to take informed decisions and to access competent and professional advice and assistance, preferably from an independent third party, when needed;*

(e) **Protection of privacy.** *Businesses should protect consumers' privacy through a combination of appropriate control, security, transparency and consent mechanisms relating to the collection and use of their personal data;*

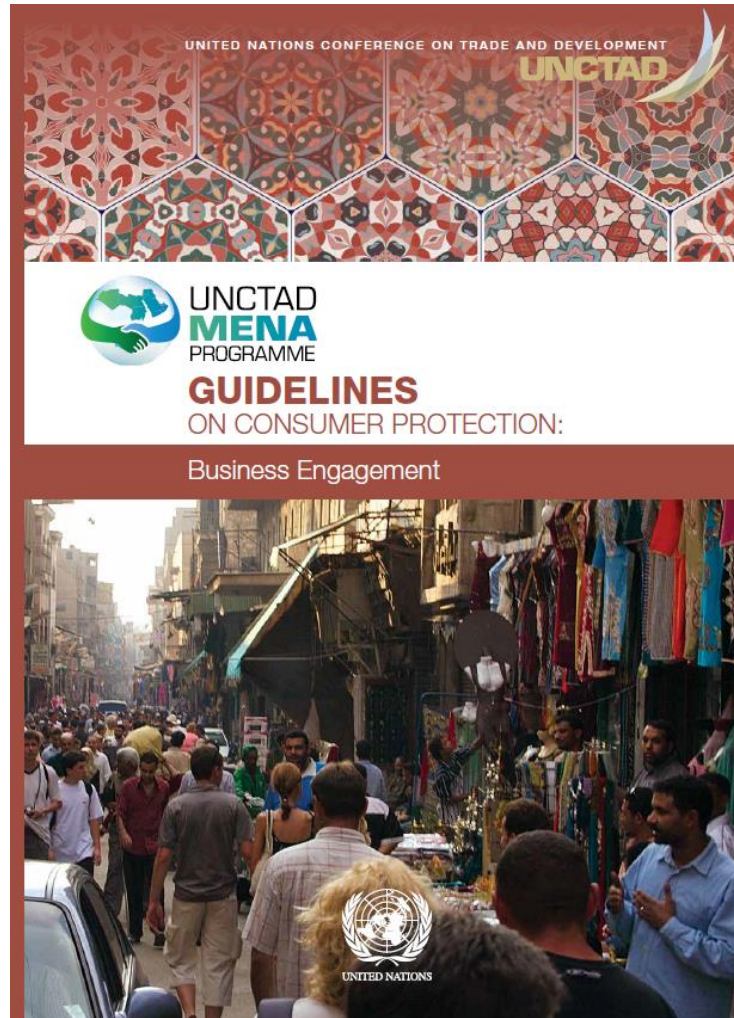
(f) **Consumer complaints and disputes.** *Businesses should make available complaints-handling mechanisms that provide consumers with expeditious, fair, transparent, inexpensive, accessible, speedy and effective dispute resolution without unnecessary cost or burden. Businesses should consider subscribing to domestic and international standards pertaining to internal complaints handling, alternative dispute resolution services and customer satisfaction codes.*



UNCTAD Manual on Consumer Protection



UNCTAD MENA Guidelines: Business engagement



UNCTAD Towards e-commerce legal harmonization in the Caribbean



THANK YOU!

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