

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

9th session

6–8 July 2026 - Palais des Nations - Geneva

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Consumer Protection Law and Policy
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Report of the informal Working Group on Consumer Protection and e-commerce

Tuesday, 7 July 2026
17:00-18:00, Room XII

Outputs

- ▶ **Launch webinar on AI and consumer protection**, with experiences from Poland, Peru and ISO/COPOLCO
 - ▶ **AI Technical Note** on Artificial Intelligence and Consumer Protection, published and launched by UNCTAD
 - ▶ **Checklist for Consumer Protection Agencies Deploying AI**, providing practical guidance for authorities
- ▶ **Webinar on dynamic pricing in digital consumer markets**, addressing risks, fairness and enforcement challenges
- ▶ **Meeting on vulnerable consumers in digital markets**, including neuromarketing, behavioural science and age limits for social media

➤ **Mandate proposed to the IGE**

Decides to renew the mandate of the informal Working Group on Consumer Protection in E-Commerce to continue addressing the challenges faced by consumers in digital markets, including challenges and opportunities of emerging technologies in consumer protection- including artificial intelligence, and challenges faced by vulnerable consumer; to develop and disseminate outputs and/or capacity-building materials; to organize webinars and meetings to exchange national and regional experiences; to promote cooperation and synergies with other international organizations and networks; and to report to the tenth session of the Intergovernmental Group of Experts on Consumer Protection Law and Policy.

Thank you!

