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Saudi Arabia Efforts in Implementing the United Nations Guidelines for Consumer Protection

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Saudi Arabia Efforts in Implementing the United Nations Guidelines for Consumer Protection
Saudi Arabia Efforts in Implementing “UNGCP”

1. Consumer Privacy and Data Protection:
   - Establishment of National Cybersecurity Authority.
   - New technologies addressed through the authority’s regulations.
   - Laws and regulations adopted by governmental entities regarding Consumer Privacy and Data Protection.

2. Consumer Information and Education:
   - Economic Operators are required by law to disclose the product information.
   - Workshops for E-stores about new E-Commerce law.
   - Continuous awareness campaigns on consumer rights.
Saudi Arabia Efforts in Implementing “UNGCP”

3. E-Commerce:

- E-Commerce law.
- Unified Strategic Framework of E-Commerce between the GCC countries.

4. Consumer Protection and Basic Goods and Services:

- Electronic System to monitor the prices for essential products.
- New regulations to prevent economic operators from taking advantage of any crises to raise product and services prices.
- Saudi Arabia was ranked 2nd in the CONSUMER PRICE INDEX in 2020.
- Participation of the private sector during COVID-19 pandemic.
Emerging Challenges in Consumer Protection Today

- Global Digital Advertising that does not comply with national and international codes of practice and laws, including fraud, deceptive, misleading or aggressive ads directed at children.
- National and global Digital Advertising has the power to promote consumption increase where that consumption comes into clearer conflict with the aim of a particular public policy that promotes sustainable consumption.
- Lack of access to the digital economy for vulnerable consumers.

Areas of the UNGCP need further discussion and implementation

- Proper regional and global Policies for promoting sustainable consumption
- International cooperation against fraud in e-commerce and digital ads.
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