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

Presentation by Mr. Omar Al Suhaibani, Ministry of Commerce, Saudi Arabia

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Ministry of Commerce

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

+966 11 294 4444 | الرياض 11162

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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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