

# **Trend of Consumer Protection Law in relevant to Digitization of Consumer Transaction in ASEAN**



Asst.Prof.Dr. Sathita Wimonkunarak

# **ASEAN Initiatives, Tools and Guidelines for Consumer Protection in Digital Economy**

# ONLINE SHOPPING



**ONLINE SHOPPING IS CONVENIENT BUT IT ALSO HAS RISKS**

More than 120 million consumers in ASEAN now shop online. This is more than twice the number in 2015.

Source: e-Consumers 2018: Southeast Asian Digital Economy Add an additional page

What are common complaints when shopping online?



PRODUCTS ARE NOT THE SAME AS ADVERTISED



PAYMENT ERROR/UNSAFE



FAILURE TO DELIVER PRODUCTS



## 1 BEFORE PURCHASE

- Check for **reviews** and research the product well.



## KNOW YOUR RIGHTS AS ONLINE CONSUMERS AND FOLLOW THESE SIMPLE TIPS

## 2 DURING PURCHASE

- Make sure that the website is **safe and secure**.

<https://...>

The lock icon symbolizes a digital certificate which enables encrypted connections.



- Pay attention to the **terms and conditions**, particularly on the delivery, cost, and company's return and refund policy.

## 3 AFTER PURCHASE

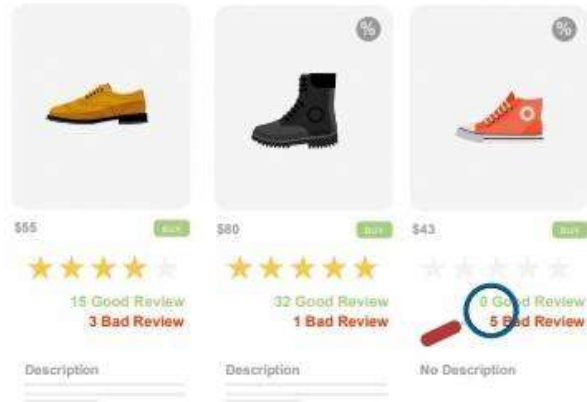
- If anything goes wrong, do not hesitate to contact the company to demand appropriate **compensation**.



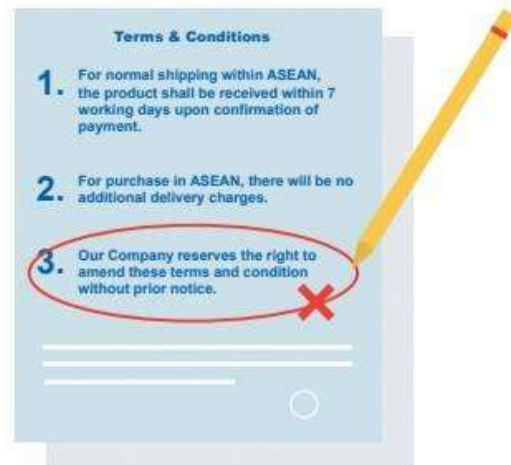
**GOOD BUSINESS PRACTICES SHOULD ALSO BE APPLIED ONLINE**

# GOOD BUSINESS PRACTICES SHOULD ALSO BE APPLIED ONLINE

## 1 No fake reviews or removal of negative feedback



## 2 Fair terms and conditions on delivery, payment, warranties and guarantees



## 3 Available mechanisms for dispute resolution and redress



# CONSUMER PROTECTION AGENCIES SHOULD APPLY LAWS TO PROTECT ONLINE CONSUMERS



**1** Clear terms and conditions for delivery, payment, and redress



**2** Access to justice and settlement of claims



**3** Cooperation with other ACCP member cross-border disputes



# ASEAN Product Alerts

- The ASEAN Product Alerts is a one-stop portal compiling all information on recalled products which are traded within the region.
- Consumers can browse for details on product safety concerns prior to purchases, especially when shopping online or offline for products across ASEAN Member States.
- This also facilitates information-sharing, monitoring and dispute resolution.



**Manufacturer Website -**
**Product Detail**

<b>Product Name</b>	Lenovo's battery
<b>Code</b>	-
<b>Type</b>	-
<b>Model</b>	Lenovo's battery
<b>Volume</b>	-
<b>Risk Level</b>	-
<b>Hazard</b>	-
<b>Injury</b>	-
<b>Action</b>	Recall
<b>Units</b>	-
<b>Language</b>	-
<b>Provider Link</b>	<a href="https://aseanconsumer.org/product-lenovos-battery">https://aseanconsumer.org/product-lenovos-battery</a>
<b>Description</b>	The battery packs can overheat, posing a fire hazard.

**Manufacturer Website -**
**Product Detail**

<b>Product Name</b>	IKEA - Gungung Children's Swing
<b>Code</b>	-
<b>Type</b>	-
<b>Model</b>	IKEA - Gungung Children's Swing
<b>Volume</b>	-
<b>Risk Level</b>	-
<b>Hazard</b>	-
<b>Injury</b>	-
<b>Action</b>	Recall
<b>Units</b>	-
<b>Language</b>	-
<b>Provider Link</b>	<a href="https://aseanconsumer.org/product-ikea-gungung-childrens-swing">https://aseanconsumer.org/product-ikea-gungung-childrens-swing</a>
<b>Description</b>	The suspension fittings on Gungung Swing do not live up to IKEA quality requirements posing a risk of serious injury.

**Manufacturer Website -**
**Product Detail**

<b>Product Name</b>	H&M Foam Footballs Toys
<b>Code</b>	-
<b>Type</b>	-
<b>Model</b>	H&M recalls toy foam footballs due to choking hazard
<b>Volume</b>	-
<b>Risk Level</b>	-
<b>Hazard</b>	-
<b>Injury</b>	-
<b>Action</b>	Voluntary Recall
<b>Units</b>	-
<b>Language</b>	-
<b>Provider Link</b>	<a href="https://aseanconsumer.org/product-hm-foam-footballs-toys">https://aseanconsumer.org/product-hm-foam-footballs-toys</a>
<b>Description</b>	H&M has issued a voluntary recall of its toy footballs made of foam which were sold at its Baby Department from April 2014 to May 2014. The toy football, which is 9cm in diameter, can break into small parts when bitten or pinched/torn, posing a choking hazard.

# ASEAN Online Consumer Complaint Platform





# ASEAN Guidelines on Online Dispute Resolution



ASEAN Guidelines on  
Online Dispute Resolution  
(ODR)



one vision  
one identity  
one community

# Thailand

- Easy Access to Justice
- New Online Shopping Case Division of the Civil Court in 2022
- 100% Electronic Court Process
- 24 Hours Online Filing Case to the Court
- Tracking System about the Progress within 12 Hours
- No Court Fee
- No Lawyers
- Fast and Convenient for Consumers

1



สร้างบัญชีผู้ใช้งาน  
ระบบ e-Filing

2



ล็อกอินเข้าสู่ระบบ e-Filing  
และยืนยันเงื่อนไขการใช้งาน

3



ยื่นคำฟ้องคดีผู้บริโภค  
ทอกรายละเอียดตามที่ระบบกำหนด

4



ติดตามสถานะคดีด้วยตนเอง  
บนระบบ e-Filing หรือผ่าน SMS

# Consumer Education is the Key

- ACCP Learning Management System of the Online Interactive Distance Learning Tools
- (E-Learning Modules)
- Each module has many lessons and the quiz



**CONSUMER  
PROTECTION  
101**  
BASIC MODULE



Consumer Protection 101 -  
Basic Module

*Understanding*  
**CONSUMER**  
ISSUES



Module 1 : Understanding  
Consumer Issues

*Becoming a*  
**CONSUMER**  
CHAMPION



Module 2 : Becoming a  
Consumer Champion

*Building a*  
**CONSUMER**  
MOVEMENT



Module 3 : Building a  
Consumer Movement

*Settling*  
**CONSUMER**  
DISPUTES



Module 4 : Settling Consumer  
Disputes

# Empower Consumers through Strengthening the Consumer Movement in ASEAN





สภาองค์กรของผู้บริโภค  
Thailand Consumers Council



Federation of Malaysian  
Consumers Associations (Council)



Vietnam Standards and Consumers  
Association (VINASTAS)



Consumers Association from Indonesia  
(YLKI)



The Consumers Union of the Philippines  
(CUP)

# Sustainable Consumption Trend for Consumers

1. Concepts and Principles of Sustainable Consumption
2. Best regional and international practices and approaches to policies promoting sustainable consumption
3. Tools and instruments used in influencing consumer behavior
4. Use of appropriate instruments and tools in selected sectors



The ASEAN Toolkit On  
Sustainable Consumption



one vision  
one identity  
one community