Public-Private Dialogue on Promoting Consumer Protection in the Dispute Resolution and Redress Mechanisms in E-Commerce (CTI 09 2019T)

Purpose: Information
Submitted by: Peru
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Project No. CTI 09 2019T
Digital economy has enabled the massification of e-commerce, increasing the number of complaints. At the same time, consumers sometimes lack the ability to properly complain or find a solution, leading to a decrease of confidence in e-commerce. For these reasons, it is very important to find solutions for consumers and suppliers to disputes generated in the digital context.
This proposal will promote consumer's confidence in e-commerce. It will also pave the way to develop and propose mechanisms that are fair, affordable, timely and efficient for consumer dispute resolution and redress, emphasizing self-regulatory mechanisms and good business practices, among other means.
This PPD will open the debate on the appropriate mechanisms for dispute resolution in e-commerce and on the importance of improving consumer confidence through new policies, self-regulatory mechanisms and global best practices.

This will increase the capacity of public officials and private sector representatives involved in consumer protection to deal with dispute resolution and redress mechanisms in electronic commerce.
The results of the PPD, will be the basis for developing a set of voluntary recommendations to promote best practices in consumer dispute resolution in e-commerce.