



**Asia-Pacific
Economic Cooperation**

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Session: 1

Debate on Promotion of Consumer Protection in the Mechanisms of Resolution and Repair of Disputes in E-Commerce

Submitted by: Brazil



**Public-Private Dialogue on Promoting
Consumer Protection in the Dispute
Resolution and Redress Mechanisms in E-
Commerce
27-29 April 2021**

Debate on Promotion of Consumer Protection in the Mechanisms of Resolution and Repair of Disputes in eCommerce

Juliana Oliveira Domingues – National
Consumer Secretary (Brazil)

Main Characteristics:

- **PUBLIC ODR**
- **SELF-COMPOSITION**
- **ACCESSIBILITY**
- **PUBLIC POLICY TOOL**
- **FOCUS ON: TRUST, DIALOGUE,**
- **EMPOWERMENT, TRANSPARENCY AND EFFECTIVENESS.**



NUMBERS

of
the

Platform

Received for

965 (vs. 609 in
2019)
Registered companies

1.1 million (vs. 780k in
2019) concluded complaints

80

Resolution index

99%

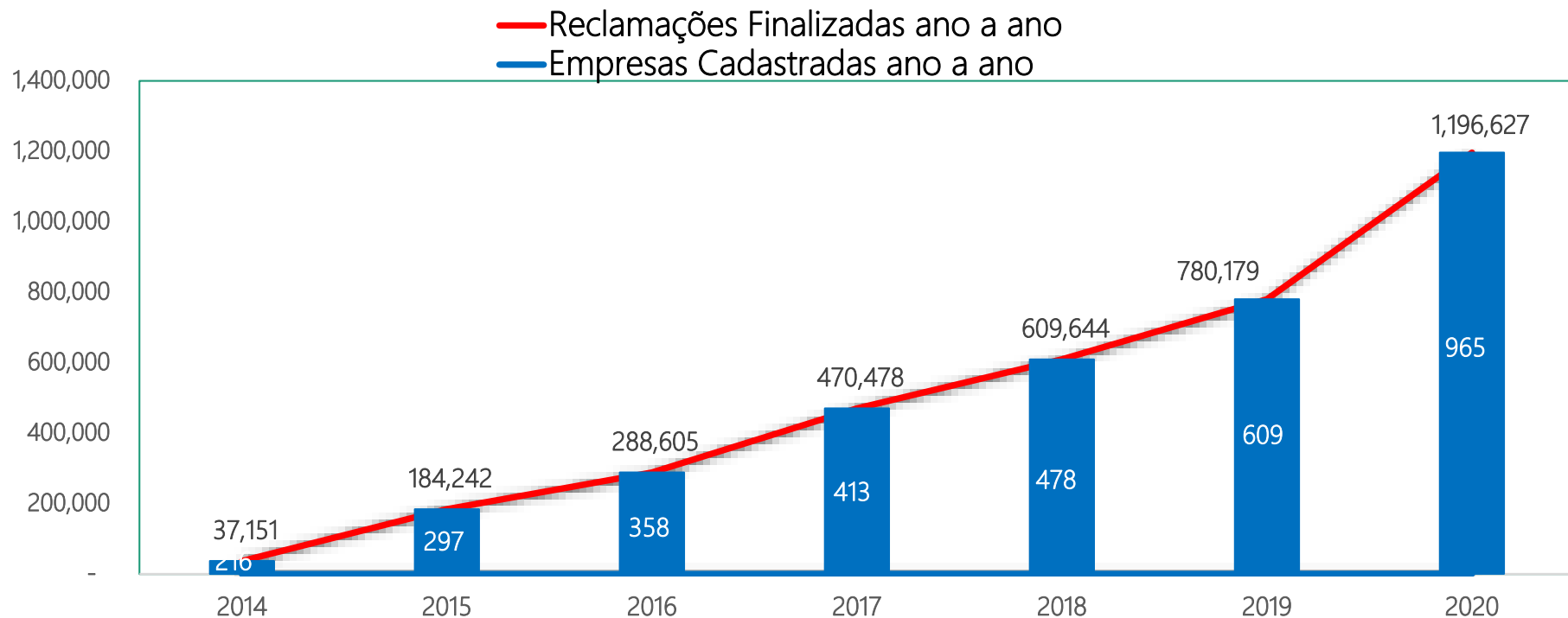
Answered
Complaints



Public Policy(Covid-19) - CONSUMIDOR.GOV.BR

- Free and public online service, accessible via internet and through mobile applications
- Consumer protection during the Pandemic: Portaria no. 15/2020/MJ, determining mandatory registry of certain companies(essential services, digital platforms, companies with highest number of complaints).

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Public Policy(Covid-19) - CONSUMIDOR.GOV.BR

Portaria n° 12/2021

- COVID-19 second wave
- Need for correction and expansion of Portaria n° 15/2020
- Broadening of scope: Big internet platforms

National Council on Consumer Defense

- Plurality of views (consumer protection agencies, regulatory agencies, academic researchers, industry representatives etc.)
- Strengthen cooperation and address pressing issues
- Special committee on alternative dispute resolution

Thank You

juliana.domingues@mj.gov.br