



**Asia-Pacific
Economic Cooperation**

2021/CTI/WKSP5/005

**Peru - National Plan on Consumer Protection; Public
Policy on Consumer Protection; Consumer
Protection Law (Consumer Code)**

Submitted by: Peru



**Workshop on Consumer Protection in
Digital Trade: Towards Building an APEC
Regional Consumer Protection Framework
4 August 2021**

APEC Regional Consumer Protection Framework Workshop

Session 2: Information sharing

Wendy Ledesma Orbegozo
Law Professor
Pontifical Catholic University of Peru

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Economic Cooperation**



National Plan on Consumer Protection



Public policy on Consumer Protection



Consumer protection law (Consumer Code)



UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

UNCTAD



**VOLUNTARY PEER REVIEW
ON CONSUMER PROTECTION LAW AND POLICY
PERU**

Major findings

Robust consumer protection system recognized domestically and internationally.

Legislative and public policy framework is comprehensive and balanced, integrating the UN Guidelines and best international practices.

The code is systematic.

Public policy instruments are relevant, ambitious and realistic.

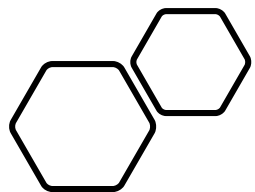
Key recommendations



Legislative framework

Public policy framework

Institutional framework



Consumer protection in e-commerce: situation in Peru



Specific regulation

- Despite the growth of e-commerce in Peru, there is no regulation that specifically protects the digital consumer.
- Our Civil Code tries to fill this gap; however, this legislation does not regulate or establish minimum legal provisions for consumer protection.

What to do?

The Peruvian National Authority has seen the need to promote the modification of the Consumer Protection Code, incorporating provisions that standardize the minimum information.

Consumer Authority proposal: key elements



Handling complaints

	Deadline	Cost	Compensation
 RECLAMA VIRTUAL online platform	 5-15 BUSINESS DAYS	FREE OF CHARGE	NO
 ALO telephone service	 7-15 BUSINESS DAYS	FREE OF CHARGE	NO
 Trade associations	 15-30 BUSINESS DAYS	FREE OF CHARGE	NO
 Complaints books	 30 BUSINESS DAYS	FREE OF CHARGE	NO
 Consumer arbitration	 45 BUSINESS DAYS	FREE OF CHARGE	YES
 Summary complaints procedure*	 30 DAYS FIRST INSTANCE + 30 DAYS SECOND INSTANCE = 60 CALENDAR DAYS	 36.00 soles	NO
 Ordinary complaints procedure*	 120 DAYS FIRST INSTANCE + 120 DAYS SECOND INSTANCE = 240 CALENDAR DAYS	 36.00 soles	NO



ODR`s and international initiatives

"Digital Platform and Interoperable Mobile Application for the Solution of Consumer Claims for the members of the Pacific Alliance (PA) in the face of the pandemic and post-pandemic due to COVID-19"

This project was led by the Consumer protection Agency of Peru and presented to Pacific Alliance (AP), in coordination with the consumer protection agencies of Chile (Sernac), Colombia (SIC) and Mexico (Profeco), within the framework of inter-institutional cooperation for the resolution of cross-border consumer disputes.

This initiative was born in the Consumer Protection Subgroup of the AP. If financing for this project was obtained, it was expected to have a tool for the management of claims at the cross-border level.

Thank you!

Wendy.Ledesma@gmail.com
Ledesma.wr@pucp.edu.pe