



Consumer Confidence Issue Group Activity Report

November 9, 2007

Consumer Confidence Issue Group

Chair: NEC

Member: NTT Data, TEPCO, MDeC, TPI

Outline

- 2007 Activity Goal
- ADR history/ activity/ study result and recommendation/ international consumer advisory network
- Trustmark support history/ activity/ survey result of TM program in Europe
- Privacy Data Protection activity
- 2007 activity conclusion
- Next step opportunities for 2008

2007 Activity Goal

ADR (Alternative Dispute Resolution)

- Survey and discuss on the ideal cross border ADR alliance.
- Support to expand more cross border ADR collaboration.

TM (Trustmark)

- Continue to support TM Alliance activity for its expansion. (eg.fielding of new members, promote good practice such as the common code of conducts and others.)
- Investigate and analyze the existing Trustmark organization in Europe, which follows the previous investigation in the Americas in 2006.

Privacy

- Promote audit and certification by an independent third party.
- Share information about best practices, regulatory framework, and their effectiveness and fails and work together for cross border transfer of personal information.

ADR history

- The GBDe agreed with Consumers International about its ADR guidelines in 2003.
- The GBDe has encouraged Trustmark providers to combine ADR into their services and collaborate each other for dealing with cross-border cases.
- The GBDe has supported the bi-lateral ADR cooperation between Electronic Commerce Promotion Council of Japan (ECOM) and the Better Business Bureau Online (BBB Online).

2007 ADR activity

- Launched cross-border ADR study team in June in Japan. The team consists of the lawyers and the professors of universities and institute with government personnel and GBDe members as observer.
- The team reviewed existing cross-border ADR related initiatives all over the world and discussed on an ideal multi-national ADR collaboration.
- For that purpose, the team also did initial surveys and exchanged views with the governments of USA and Europe.
- Had four meetings (June 22, July 3, Aug.29, Sept.18,) and worked out an idea of International Consumer Advisory Network (tentative name) based on the results of the study.



1st meeting on June 22.



2nd meeting on July 3

ADR Study result and Recommendation



Global Business Dialogue on Electronic Commerce

Number of Complaints about cross-border e-commerce is increasing as cross-border transaction grows.

So cross-border complaint handling system has become important more than ever before.

There are some initiatives for cross-border complain handling in the world, however, we still cannot say that consumers feel trust sufficiently.

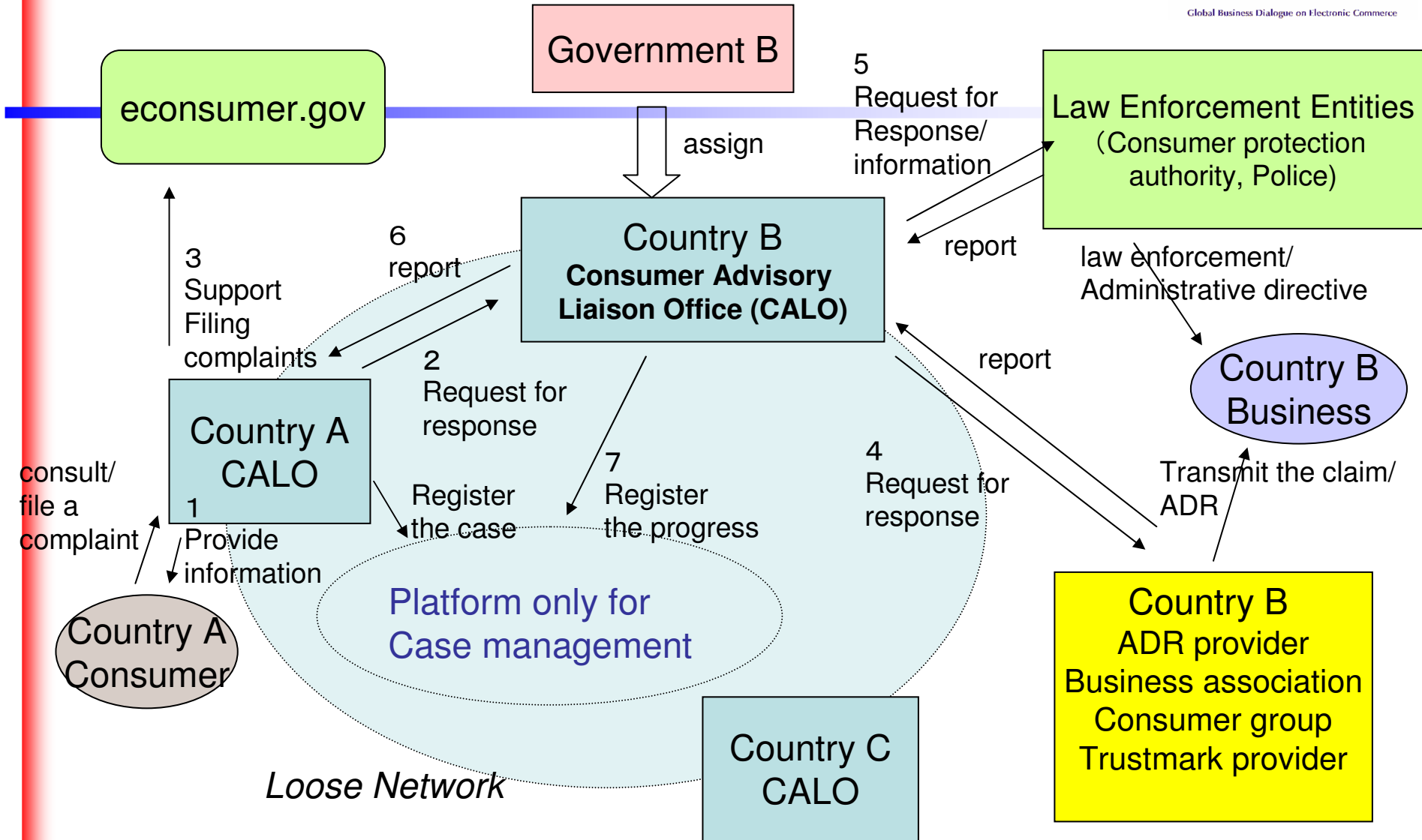
We need to create a practical, effective and efficient complaint handling and redress system which involves relevant domestic organizations including law enforcers.

Governments need to pay attention to the fact and should start discussion at intergovernmental for a such as OECD and APEC regarding “ICA-Net” (International Consumer Advisory Network).

ICA-Net (International Consumer Advisory Network)



Global Business Dialogue on Electronic Commerce



Trustmark (TM) support history

- The GBDe has been proposing the a global-based Trustmark since its beginning.
- The GBDe has recommended the alliance of the Trustmark providers.
- The GBDe has supported the alliance through hosting the meetings, introducing Consumers Organization and advocating the importance of TM and members alliance at the stakeholders meetings.

2007 Trustmark (TM) support activity

- GBDe has promoted TM providers to join the alliance member through providing communication opportunity. TradeSafe, commercial company, and EC Network in Japan joined ATA.
- GBDe provided its TM guideline with data for the utilizing its common guidance.
- GBDe surveyed the status of Trustmark providers in Europe. This is the consecutive survey of last year's surveys on of the USA and Asia.



Issue Group meeting in Taipei on July 10.

Survey result of TM program in Europe

Surveyed 33 TM organizations in 17 European countries.

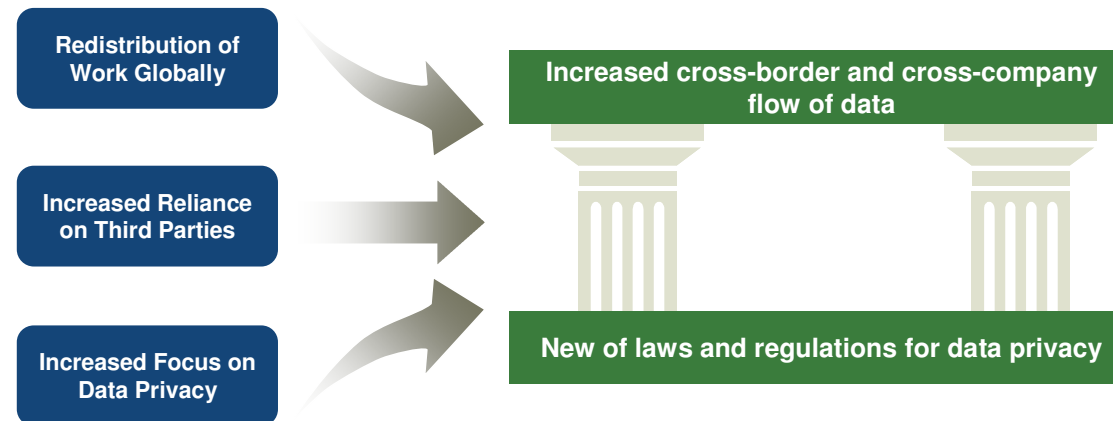
- Two thirds of European countries have Trustmark schemes
- Trusted Shops in Germany (2,000 sites), SafeBuy in the U.K. (1,500 sites) are top two.
- SafeBuy and Euro-Level have an interest in global alliance.
- The majority of TM code of conducts are under the same level of EU legislation

2007 Privacy data protection activity

- The GBDe participated to APEC's Electronic Commerce Steering Group (ECSG) on June 25-29. The GBDe provided its opinion from business point of view.
- The GBDe hosted Chief Privacy Officers meeting in April 18, 19. The GBDe advocated Privacy mark system in Japan and exchanged the view with European CPOs.
- GBDe started an initial survey and study on privacy data protection for cross-border outsourcing.



CPO Meeting in April



Processing may be global but privacy is local

2007 activity conclusion

- Start a global investigation and dialogue of the necessity, effectiveness and possibility of an “ICA-Net (International Consumer Advisory Network)”.
- Expand trustmark related activities in Asia-Pacific countries and deepen global dialogue on the possibility of European trustmark alliance.
- Continue global dialogue on personal information protection issues.
- Continue global investigation and dialogue on cross-border outsourcing and privacy issues.

Next step opportunities for 2008

ADR

- 1 Promote “ICA-Net” (International Consumer Advisory Network) to be discussion item at intergovernmental conference such as APEC and OECD.
- 2 Promote the Bi-lateral collaboration on cross border ADR.

Trustmark

- 1 Continue to support TM alliance for its expansion toward European TM providers.
- 2 Continue the survey of TM providers and show the facts/results on the GBDe Web site.

Privacy

- 1 Develop and conduct a detailed survey of cross border sourcing issues covering through the discussion with stakeholders at APEC and other opportunities
- 2 Continue to support Pathfinder project.