

La voix des Consommateurs
à travers le monde

The global voice
for consumers

La voz global para la defensa
de los consumidores



The background is a solid blue color. On the right side, there is a faint, light blue graphic of a globe with a grid of latitude and longitude lines. In front of the globe, there are silhouettes of several people standing and talking, suggesting a meeting or summit. The text is centered on the left side of the slide.

**Global Business Dialogue on Electronic Commerce
10th Anniversary Annual Summit**

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What is Consumers International?

- CI is the **world federation** of consumer groups with 220 member organizations in 115 countries
 - CI is building a **powerful international movement** to help protect and empower consumers everywhere and to campaign on their behalf
 - Founded in 1960 by 5 Northern COs, the organisation is now needed more than ever.
 - CI has offices in London (UK), Santiago (Chile), Kuala Lumpur (Malaysia), Abuja (Nigeria) and Johannesburg (South Africa)
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- A background graphic on the right side of the slide features a stylized globe with latitude and longitude lines. Overlaid on the globe are several dark blue silhouettes of people of various heights and builds, standing together as if in a group. The entire slide has a dark blue background with a white curved line separating the title area from the content area.

CI strategic plan 2007-2011

Mission: to build a powerful international consumer movement to help protect and empower consumers everywhere

Objectives:

1. **Campaign** effectively on key issues that matter to the world's consumers and where CI can be the lead voice.
2. **Act as a global watchdog** on the behaviour of international corporations.
3. **Build strong consumer organisations around the world** that can campaign effectively for consumers nationally and through CI globally.
4. **Be a strong, sustainable, global umbrella organisation** fit for our purpose.

New CI: two-year action plans

- **Campaigns:** Pharmaceutical marketing, obesity/children's food
- **Programmes:** consumer protection, intellectual property rights, and food safety (street food)
- **Member services:** information/communications in Spanish and English
- **International consumer opinion** research on key issues
- **Building strategic alliances** – e.g BBC World Service, UNIDO, UNEP
- **Defending members** under attack, e.g Brazil, Russia

Why work with CI?

- **Increase** national impact
 - **Influence** international institutions
 - **Protect past gains** – ensuring national standards are not undermined
 - **Respond** to effective international lobbying from global industries
 - Create a **powerful global consumer voice** – with a leading role by the leading national organisations
 - CI: the **clearing house for campaigning** ideas, methods, messages, resources
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Global Business Dialogue

on

Electronic Commerce



CI Concerns on Consumer Issues

- Business approaches to principles of truth and credibility
 - Levels of protection-real vs virtual market places
 - Retailer credibility
 - Security measures and consumers assurance
 - Personal information and privacy
 - Responsibilities of traders
 - Build good will and trust
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Consumer Problems with e-Commerce

Dealing with Established and Credible retailers

- Security Measures

- ☒ Authentication (securing identities of parties eg. PIN/password, smartcards, positive photo identification, ☒ fingerprints, biometrics)

- Confidentiality (ensuring information kept private)

- Integrity (ensuring information/process has not been modified/corrupted without detection)

- Non-repudiation (ensuring neither party can refute transaction occurred)

Consumer Problems with e-Commerce contd.

Privacy

- Collection of data (limits to collection of personal data, obtained by lawful and fair means, knowledge/consent of data subject, where appropriate)
- Data quality (personal data should be relevant to purpose for which they are to be used, accurate, complete and up to date)
- Purpose (purpose for which personal data collected to be specified not later than time of collection, subsequent use should be limited)

Consumer Problems with e-Commerce contd.

Privacy contd...

- Use limitation (should not be disclosed, made available/used for purposes other than which it is collected for)
- Security safeguard (protected by reasonable security against risks such as loss/unauthorized access, destruction, use modification/disclosure of data)
- Openness (general policy of openness about developments, practices, and policies with respect to personal data)
- Accountability (data controller should be accountable for complying with measures which give effect to the above)

Global initiatives in the past


- OECD guidelines for consumer protection
 - Data protection and privacy project
 - ‘Shaping Policies for the future of the Internet Economy’ report
OECD Ministerial Meeting in Korea -June 2008
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Challenges

- Changing evolution of electronic commerce
- Varying levels of regulatory scrutiny
- Second guessing
- Assuming the worst




Ways of building Consumer confidence

- Key - user confidence of Internet usage
 - National and international collaborations to maintain levels of protection
 - Cooperation at the international level
 - International Consumer Protection and Enforcement Network (ICPEN)
 - International Marketing Supervision Network (IMSN)
 - London Action Plan (LAP)
 - APEC Privacy Framework
 - Industry initiatives and business obligations
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CI and GBDe Collaboration

- GBDe and Consumer International issued joint guidelines in 2003 for international ADR (Alternative Dispute Resolution) , the first joint-document concluded between private enterprises and consumers.
- This guideline has been utilized as a standard of international ADR in Singapore, Taiwan, Korea, Thailand, Malaysia, Japan, etc.


CI and Consumer Confidence Issue Group

- CI's participation in Taiwan meeting in June 2008
 - Facilitation in promoting ICA-Net in ASEAN and APEC Countries
 - CALO and collaboration with CI members in developing countries
 - Strengthening country legislations on cross border transactions
 - CI's comments on proposed ICA-Net
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CI's comments on proposed ICA-Net

- Improved country legislations
 - Cross border transactions
 - 📁 Bilateral and multilateral agreements between countries/
regions
 - Role of consumer organizations
 - 📁 Capacity building and training
 - 📁 Complaint handling and facilitation services
 - 📁 Database management
 - 📁 Influence public policy
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CI's comments cont'd...

- World wide toll free number and consumer access
 - ICT usage
 - 📄 Online forum
 - 📄 Initiate online blog for raising consumer concerns
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Moving forward

- Initiating pilot project
- CIKL as regional hub for effective facilitation and networking
 - 📄 Multilingual legal advisors for cross border legal advice



Summary

Consumers have a vital role to play.....



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Thank you

for more information, please visit

www.consumersinternational.org