Which of the following consumer issues is your organisation currently working on? (80 countries represented)

<table>
<thead>
<tr>
<th>Consumer Issue</th>
<th>All</th>
<th>High income</th>
<th>Low income</th>
<th>Middle income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food (security and safety)</td>
<td>77%</td>
<td>74%</td>
<td>79%</td>
<td>78%</td>
</tr>
<tr>
<td>Product safety</td>
<td>68%</td>
<td>71%</td>
<td>86%</td>
<td>62%</td>
</tr>
<tr>
<td>Financial services</td>
<td>64%</td>
<td>71%</td>
<td>57%</td>
<td>60%</td>
</tr>
<tr>
<td>Environment</td>
<td>63%</td>
<td>62%</td>
<td>57%</td>
<td>66%</td>
</tr>
<tr>
<td>Healthcare and medicine</td>
<td>58%</td>
<td>50%</td>
<td>64%</td>
<td>62%</td>
</tr>
<tr>
<td>Information and communication technologies</td>
<td>58%</td>
<td>67%</td>
<td>71%</td>
<td>49%</td>
</tr>
<tr>
<td>Digital rights/privacy</td>
<td>57%</td>
<td>79%</td>
<td>21%</td>
<td>51%</td>
</tr>
<tr>
<td>Retailing/marketing of household goods &amp; services</td>
<td>55%</td>
<td>69%</td>
<td>43%</td>
<td>48%</td>
</tr>
<tr>
<td>Energy</td>
<td>51%</td>
<td>60%</td>
<td>64%</td>
<td>43%</td>
</tr>
<tr>
<td>Advertising</td>
<td>50%</td>
<td>64%</td>
<td>36%</td>
<td>43%</td>
</tr>
<tr>
<td>Counterfeit/fake products</td>
<td>49%</td>
<td>43%</td>
<td>57%</td>
<td>51%</td>
</tr>
<tr>
<td>Water</td>
<td>43%</td>
<td>31%</td>
<td>71%</td>
<td>45%</td>
</tr>
<tr>
<td>Trade</td>
<td>39%</td>
<td>38%</td>
<td>57%</td>
<td>35%</td>
</tr>
<tr>
<td>Mobility</td>
<td>35%</td>
<td>38%</td>
<td>36%</td>
<td>32%</td>
</tr>
<tr>
<td>Professional services (legal and medical)</td>
<td>33%</td>
<td>33%</td>
<td>29%</td>
<td>34%</td>
</tr>
<tr>
<td>Housing</td>
<td>32%</td>
<td>38%</td>
<td>43%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Source: Consumers International Global Consumer Protection & Empowerment Expert Survey 2020
What are the priorities for improving product safety in your country? (89 countries represented; Ranking of priorities)

- Improve enforcement of existing provisions
- Improve cooperation between responsible agencies
- Encourage consumers to feel comfortable making complaints
- Establish necessary legal provisions
- Strengthen sanctions applied by enforcement authorities
- Introduce enforcement of existing legal provisions
- Increase number of local product testing labs
- Make suppliers aware of legal responsibilities
- More effective recalls
- Speed up process for criminal penalty sanctions

Source: Consumers International Product Safety Survey 2019
Online product safety: The issue

1.48BN
People shopping online in 2019¹

66%
Europe: Products unsafe in consumer advocacy independent tests²

15%
Japan: Share of all accidents caused by products purchased online³

48%
UK: Toys purchased online deemed unsafe in independent test⁴

¹Simon Kemp, Digital 2019: Global digital overview, 2019; ²ICRT: Safe products on online marketplaces, 2020 based on sample of 250 products across 18 categories; ³Ministry of Economy, Trade and Industry, ‘Enhancing the impact of product recalls in the digital age, 2019; ⁴British Toy and Hobby Association, 2021 based on sample of 255 products bought online
ONLINE PRODUCT SAFETY: SELECT SYSTEMIC CHALLENGES

21% UK consumers aware of marketplace responsibility in ecommerce

40% Countries with no online product safety agreement

27% Countries co-operating on product safety regulations

38% Countries cooperating internationally on cross-border product safety cases

20% Countries with ADR and redress mechanism for Ecommerce

8% Online platforms with standardized form to share information

12% Online platform with dedicated contact point

<10% Countries with requirements to remove unsafe products if notified

Source: 1 Which UK study, 2019; All other data are drawn from questions from Consumers International International Global Expert Survey 2020 (Percent respondents across 90 countries)
GLOBAL GUIDELINES FOR ONLINE PRODUCT SAFETY

NEW GUIDELINES: BUILDING CONSUMER CONFIDENCE AND TRUST IN THE DIGITAL ECONOMY

01 December 2021

Today, CII (Consumers International) launches its Global Guidelines for Online Product Safety. These guidelines are developed by international experts to provide a clear and practical framework for expanding products to consumers in a billion-dollar digital marketplace.

The Guidelines map to the main issues of digital products, where there is a lack of safety and information, leading to products that are inadequate, unreliable, and dangerous. The Guidelines address global consumer challenges, identify standards, and provide solutions for buyers, businesses, governments, and industries to ensure the rights and needs of consumers are protected.
GLOBAL GUIDELINES: FRAMEWORK FOR JOINT ACTION

Overarching principles
• Safety
• Responsibility
• Information

Government actions
• National regulation
• Cross-border co-operation

Online marketplace actions
• Compliance & accountability
• Preventing unsafe entry
• Identifying and removing unsafe products
• Information

Complaints & redress mechanisms
• Provided by businesses
• Provided or mandated by government or through co-regulation

Consumer information & education
GLOBAL GUIDELINES FOR ONLINE PRODUCT SAFETY

OVERARCHING PRINCIPLES

- Do not harm consumer safety and health.
- Safety online is no less important than in other forms of commerce.
- Comply with local safety regulations
- Responsibility
- Consistency. Consumers should not face increased product safety risks because of the country in which they live.

“… Product safety, labeling and disclosure requirements that existed in the physical world are poorly translated into e-commerce and digital transactions. We need this global framework to keep unsafe consumer products being sold on e-commerce channels. ...” *Consumers Korea
GLOBAL GUIDELINES FOR ONLINE PRODUCT SAFETY

NATIONAL GOVERNMENTS

In national markets
• Regulation
• Enforcement
• National product safety databases
• Enforce regulation that prevents unsafe products from entering the country.
• Consultation and engagement
• Certification

Internationally
• International agreements
• Information sharing
• International regulations and guidelines
• Notify the authorities

“… We would also like to see OPSS in the UK having a more robust role in enforcement, by supporting local authorities’ enforcers and to ensure they provide an effective market surveillance framework, informed by timely risk assessments that are based on independent expert advice. …” Which? UK
GLOBAL GUIDELINES FOR ONLINE PRODUCT SAFETY

ONLINE MARKETPLACES (1/2)

Compliance and accountability
• Compliance on safety
• Collaboration with authorities
• Open to scrutiny

Preventing unsafe products from entering the market
• Take all actions to ensure safety
• Verification of products; auditing
• Seller training
• Checks on safety certificates

Removing unsafe products from the market
• Monitoring
• Channel to receive updates
• Training
• Communication between actors
• Communication to consumers
• Prevention of reappearance of unsafe products
• Proactive alerts to authorities
ONLINE MARKETPLACES (2/2)

Provision of information about the product
- Information pre-transaction
- Channels post-transaction
- Include certification; as well as necessary warnings about safe use, allergens, the minimum legal or recommended age of the user, etc.
- Information should be accessible

Provision of information about the seller/importer/marketplace
- Details of business and legal representative in country
- Information about contractual partner including contact details
- Indication of country of origin, name and address of manufacturer
- Verification of information
- All information and terms & conditions of any self-regulatory or co-regulatory scheme they use to ensure the safety of products sold online.
- About liabilities and responsibilities in accessible format

“… Many products are found without describing origin of country. Therefore traceability mechanism and compliance with consumer product safety requirements on border trade should be enforced. …” Myanmar Consumers Union
**COMPLAINTS AND REDRESS MECHANISMS**

Provided by businesses

- Redress
- Internal complaints handling
- Membership of ADR and ODR schemes
- Complaint & redress mechanisms via the original forum through which sale was made
- Complaints free of charge for consumers
- Accessible information for complaint and redress mechanisms

Provided or mandated by government or co-regulation

- Dispute resolution schemes
- Ensure that ODR and ADR schemes are available for free or at an affordable rate

“... What I would like to add as a key message for product safety as far as consumer protection is concern, is the need for effective redress mechanisms for consumer to be able to hold their providers accountable in case of breach of their rights to safety goods and services. ...” **Gambian Consumer Protection Association**
CONSUMER INFORMATION AND EDUCATION

- **Flow of information** to consumers by businesses and governments
- Consumer awareness through the provision of **education and training**
- A **product safety compliance rating** showing ability of the sellers and marketplaces to provide safe products.

“... The language barrier is still a major obstacle for Japanese consumers wishing to make a complaint about a foreign produced product bought online ...” *Japan Consumer Network*
WHAT NEXT?

Communication efforts (e.g., translation into Japanese)

Exploration in national and regional contexts

Deep dive into specific questions

Continued efforts by individual consumer advocates: How can we better connect consumer advocates and government leaders to exchange information and ensure consumer agency?

Information campaigns about product safety to consumers

Exchange at international level with marketplace players

Can the Guidelines provide a global basis for discussion and action across all stakeholders?
THANK YOU