



THE CONSUMER CHECKLIST FOR AN INTERNATIONAL E-COMMERCE DEAL





Place consumers at the heart of the deal

A plurilateral deal on cross border e-commerce must involve and protect consumers and bring them real benefits. The best way to achieve this is to include a section dedicated to consumers in the deal. This will ensure negotiators do not forget consumers, as is often the case. The section should set consumer principles which trade partners must adhere to but not create substantial rules (see [BEUC model](#)). Moreover, negotiators should follow the UN and OECD guidelines on consumer protection.



Adequate pre-purchase information

Consumers buying online need to have key information about products and services (incl. content, interoperability, safety warnings, price, custom duties, delivery deadlines etc). They need to know where and whom they are buying from and have a clear understanding of their rights.



Effective protections

For consumer to trust cross border e-commerce they need to be sure that are treated fairly, that they are in control of their data and that their privacy is respected. The security of their data and of the services they use must be ensured. To effectively empower consumers, the openness and neutrality of the Internet must be guaranteed.



Product safety guarantees

Consumers should not be exposed to unsafe products, irrespective of whether they are sold in shops or online. As unsafe products can be easily found online and are sold to consumers today, this agreement should recognise the need to protect consumers from harmful products all along the e-commerce supply chain.



Easy access to dispute resolution and redress

Consumers need to know what they can do and who to contact if something goes wrong after buying online. They must have easily access to dispute resolution and be compensated if they have been wronged.



International cooperation between regulators

The agreement should promote improved cooperation between regulators. This cooperation should build on existing structures such as ICPEN or be created in parallel to this deal on a voluntary basis. Regulators need to exchange information, conduct joint actions like investigations and recalls but also be able to properly enforce consumer protections. Such dialogues between regulators should focus on consumer protection, market surveillance, enforcement, redress and dispute resolution.



Transparent negotiations

Consumers need to know what is being negotiated on their behalf. Negotiating proposals and consolidated texts must be made available to the public.