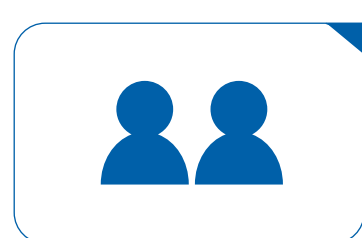


ONLINE SHOPPING IS CONVENIENT BUT IT ALSO HAS RISKS



More than 120 million consumers in ASEAN now shop online. This is more than twice the number in 2015.

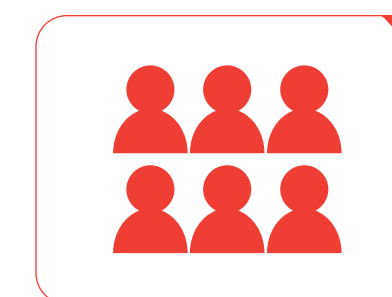
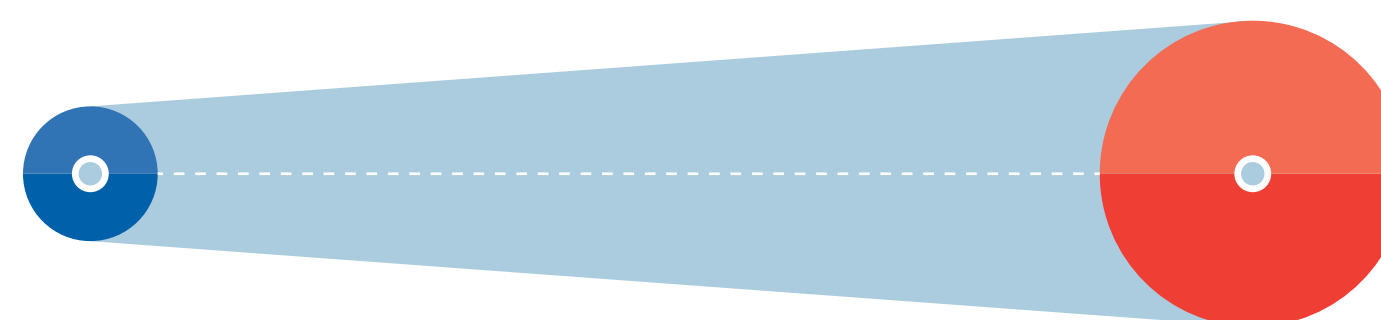
Source: e-Conomy SEA 2018: Southeast Asia's internet economy hits an inflection point



50 million

2015

2017



120 million

What are common complaints when shopping online?



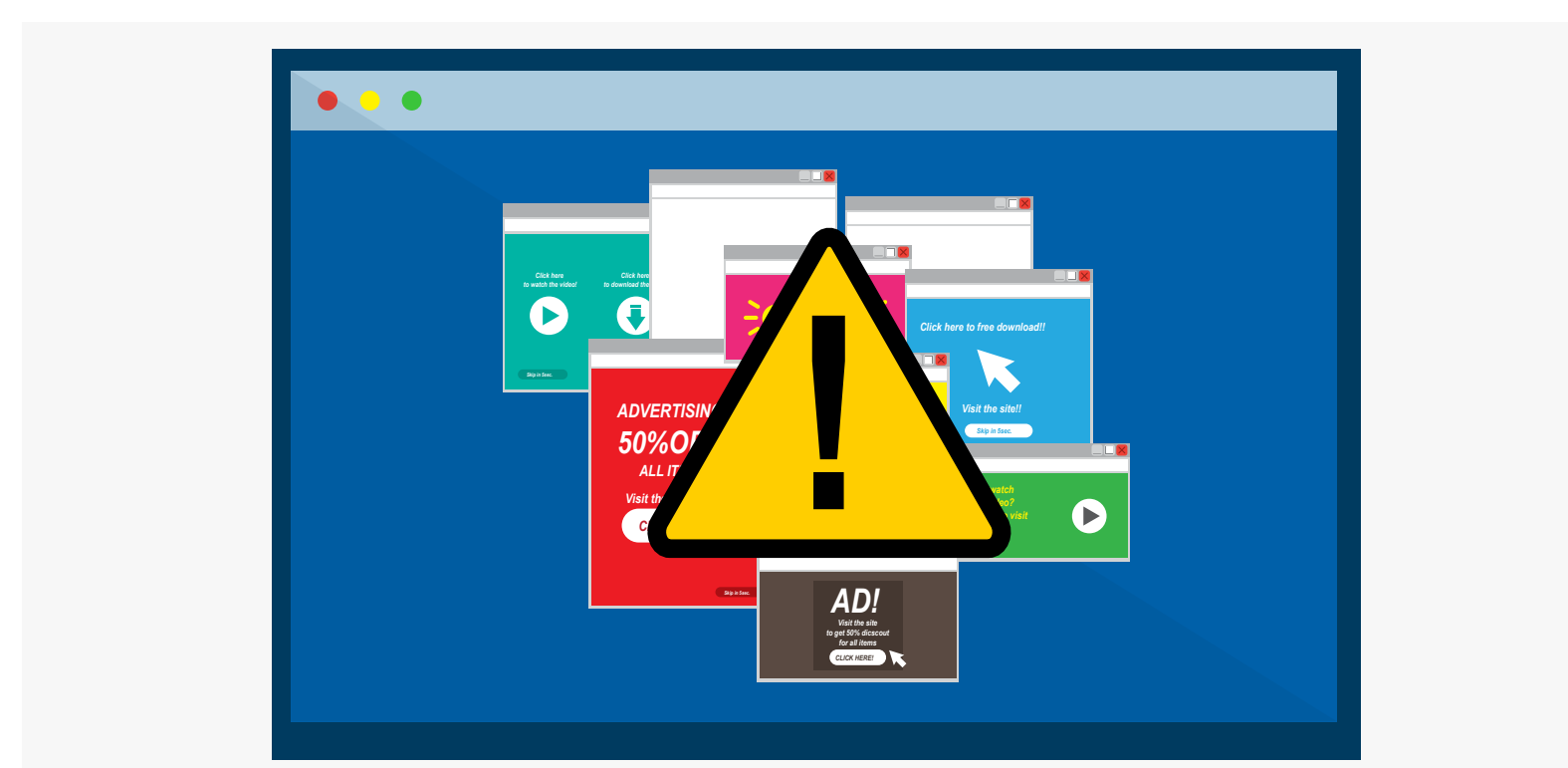
- PRODUCTS ARE NOT THE SAME AS ADVERTISED



- FAILURE TO DELIVER PRODUCTS



- PAYMENT ERROR/UNSAFE



KNOW YOUR RIGHTS AS ONLINE CONSUMERS AND FOLLOW THESE SIMPLE TIPS



1 BEFORE PURCHASE



- Check for **reviews** and research the product well.



2 DURING PURCHASE

- Make sure that the website is **safe and secure**.

`https://.....`



The lock icon symbolizes a digital certificate which enables encrypted connections.

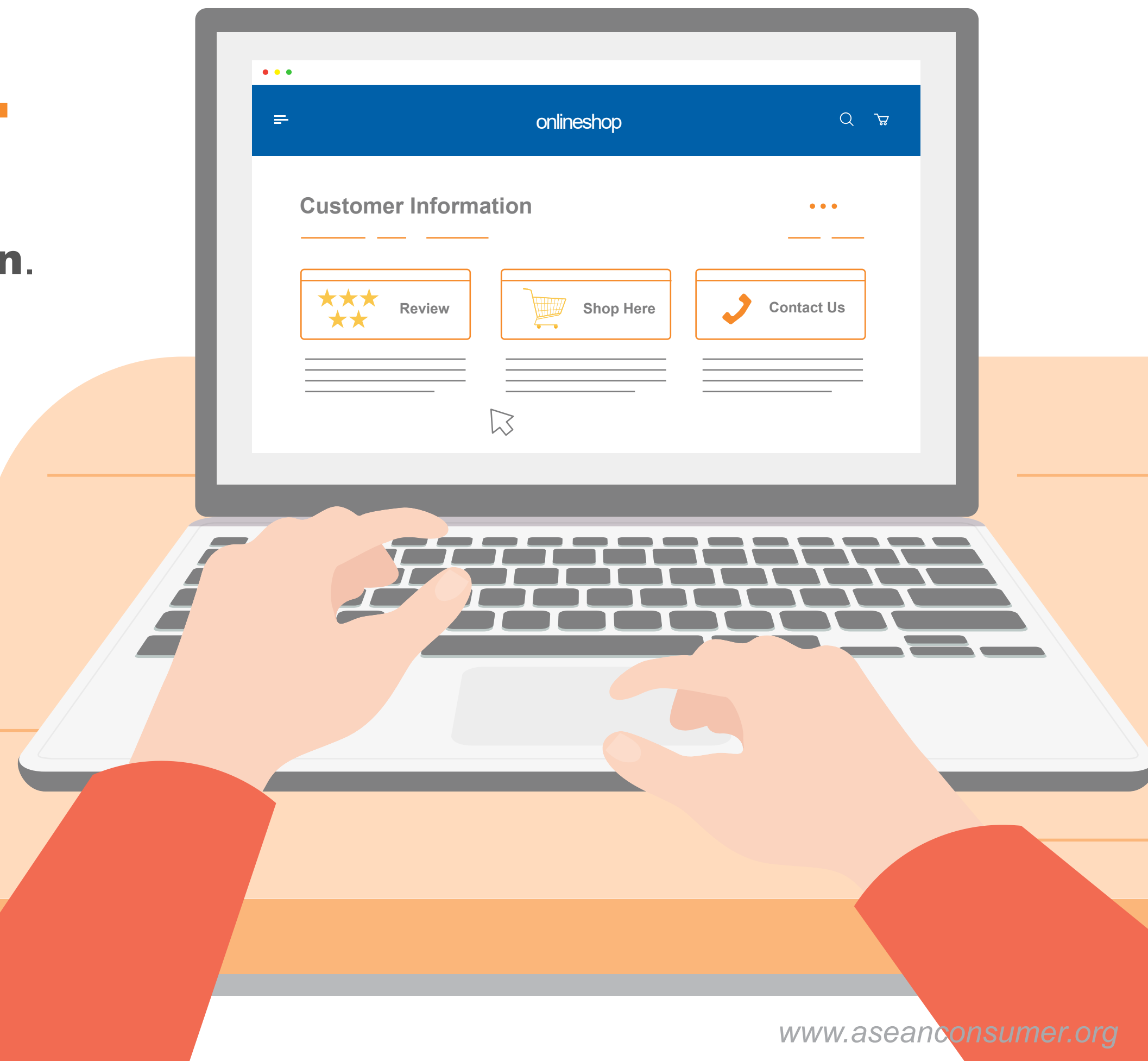


- Pay attention to the **terms and conditions**, particularly on the delivery, cost, and company's return and refund policy.

3 AFTER PURCHASE



- If anything goes wrong, do not hesitate to contact the company to demand appropriate **compensation**.



GOOD BUSINESS PRACTICES SHOULD ALSO BE APPLIED ONLINE



1 No fake reviews or removal of negative feedback

Three product listings for shoes are shown. The first listing is for a brown leather shoe priced at \$55, with 15 good reviews and 3 bad reviews, and a 'BUY' button. The second listing is for a black boot priced at \$80, with 32 good reviews and 1 bad review, and a 'BUY' button. The third listing is for a red sneaker priced at \$43, with 0 good reviews and 5 bad reviews, and a 'BUY' button. A magnifying glass highlights the '0 Good Review' and '5 Bad Review' for the red sneaker. Below each listing is a 'Description' field, which is empty for the red sneaker.

A woman in a yellow jacket and red skirt is presenting to a group of four people seated around a table. The whiteboard behind her is titled 'Good Business Practices' and lists 'Dos: Accurate and complete information', 'Clear redress mechanism', and 'Safe payment methods'. A pie chart to the right of the list is divided into three segments: Accurate (yellow), Clear (red), and Safety (blue).

2 Fair terms and conditions on delivery, payment, warranties and guarantees

A computer screen displays 'Terms & Conditions' with three numbered items. Item 3, 'Our Company reserves the right to amend these terms and condition without prior notice.', is circled in red with a red 'X' over it. A yellow pencil is pointing at the circled text.

3 Available mechanisms for dispute resolution and redress

A customer in a red jacket is talking on a mobile phone. A speech bubble above him shows a customer service representative at a laptop. A delivery person in a blue vest and red cap is holding a cardboard box. A green speech bubble above the delivery person says 'REPLACEMENT'.

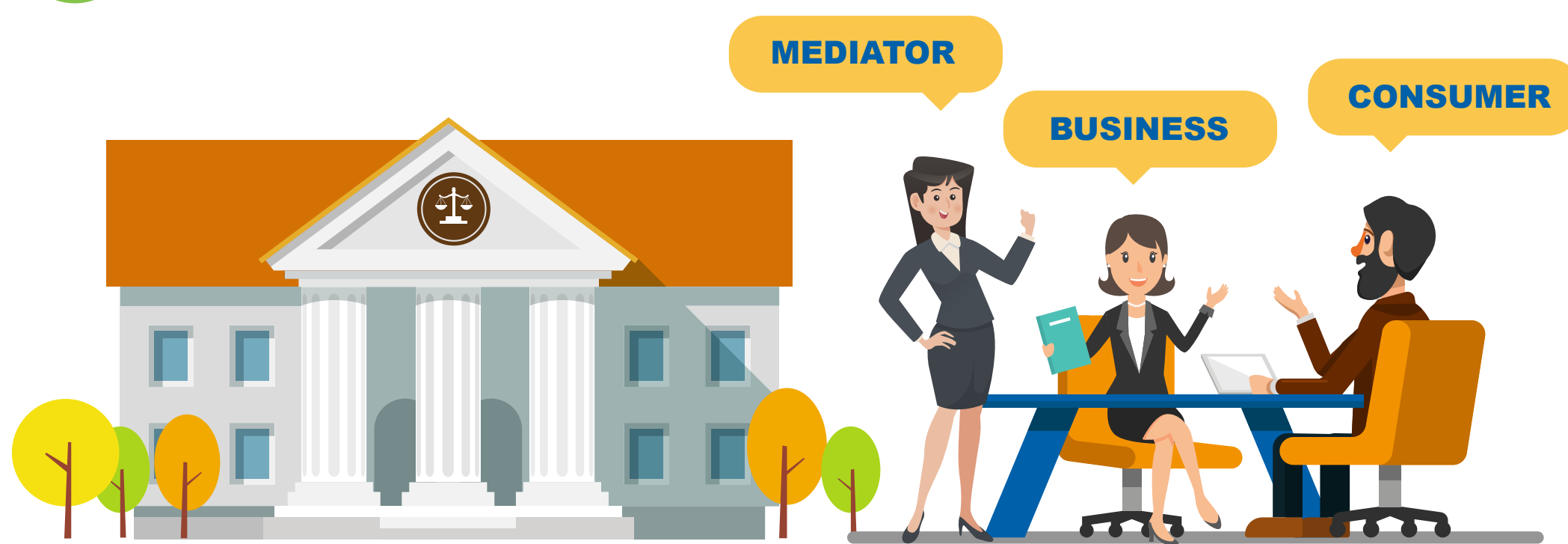
CONSUMER PROTECTION AGENCIES SHOULD APPLY LAWS TO PROTECT ONLINE CONSUMERS



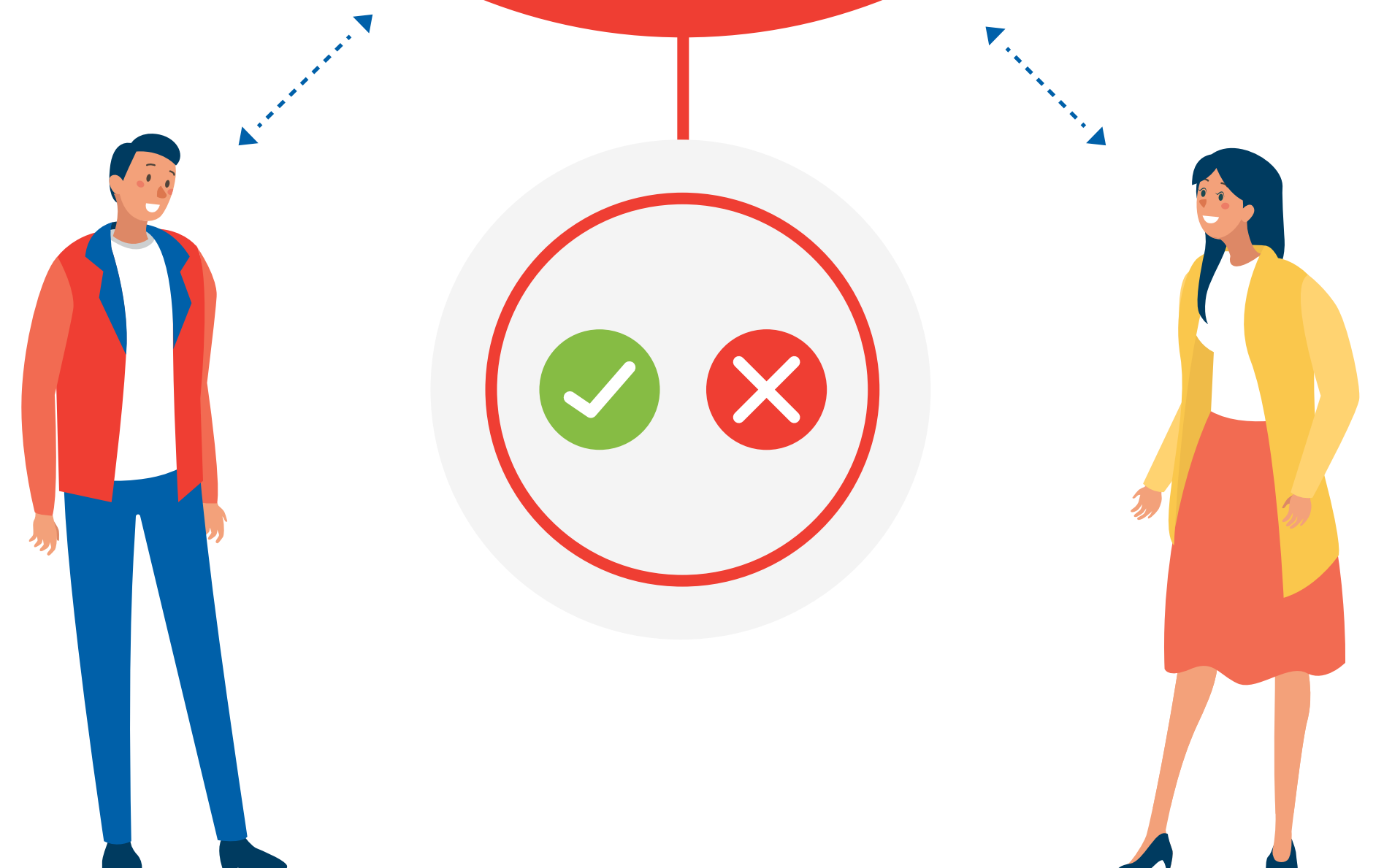
1 Clear terms and conditions for delivery, payment and redress



2 Access to justice and settlement of claims



3 Cooperation between ASEAN countries to address cross-border disputes



ONLINE SHOPPING



ONLINE SHOPPING IS CONVENIENT BUT IT ALSO HAS RISKS

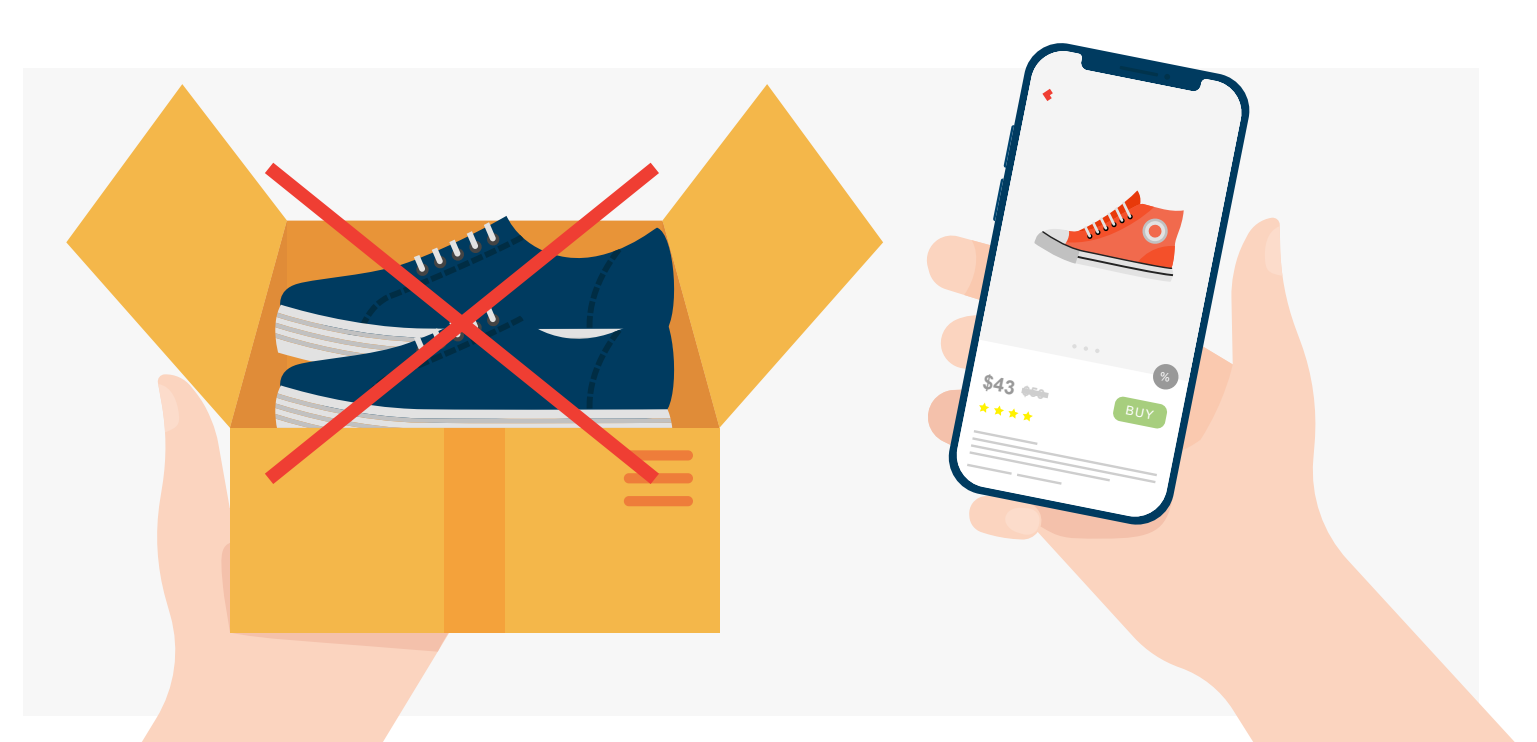
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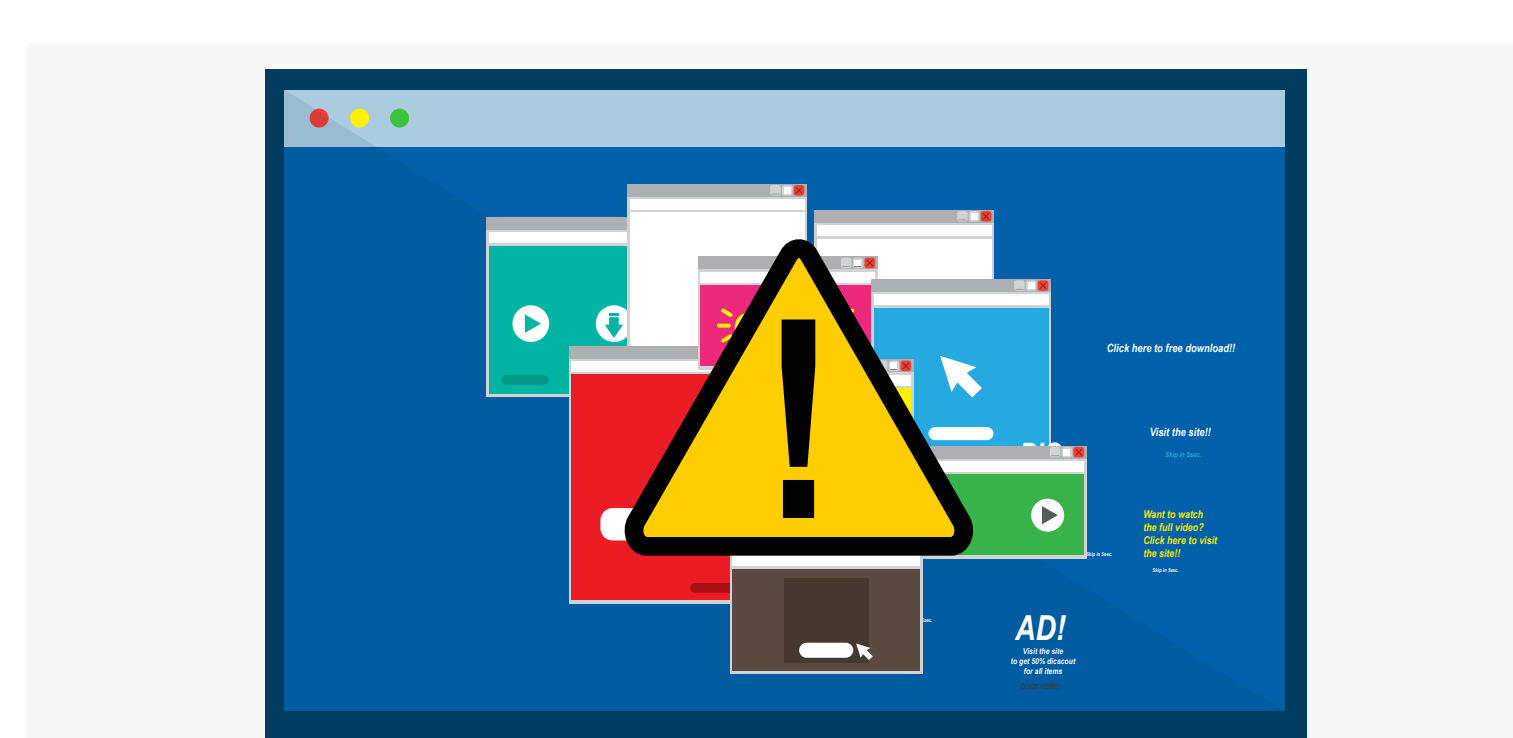
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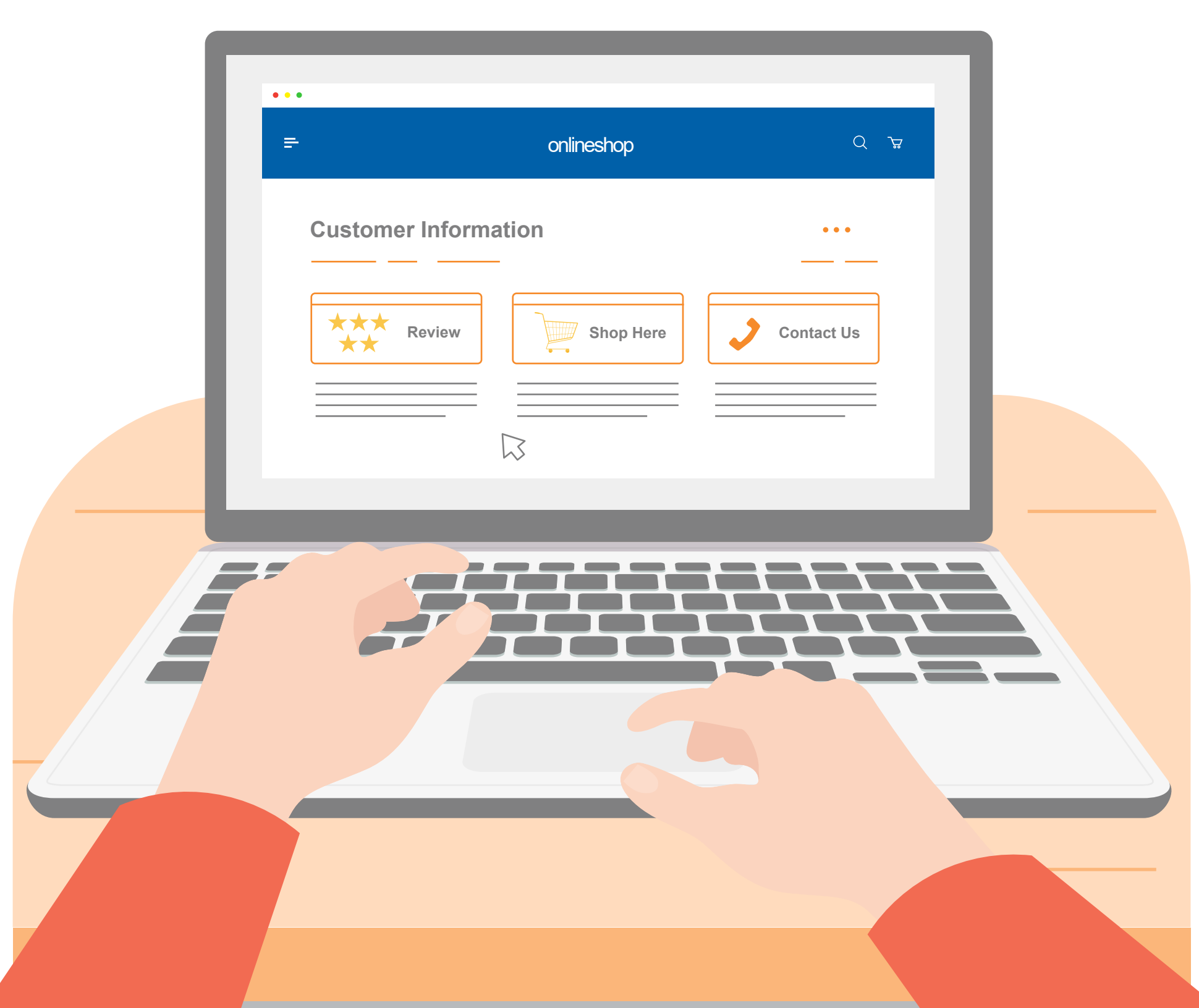
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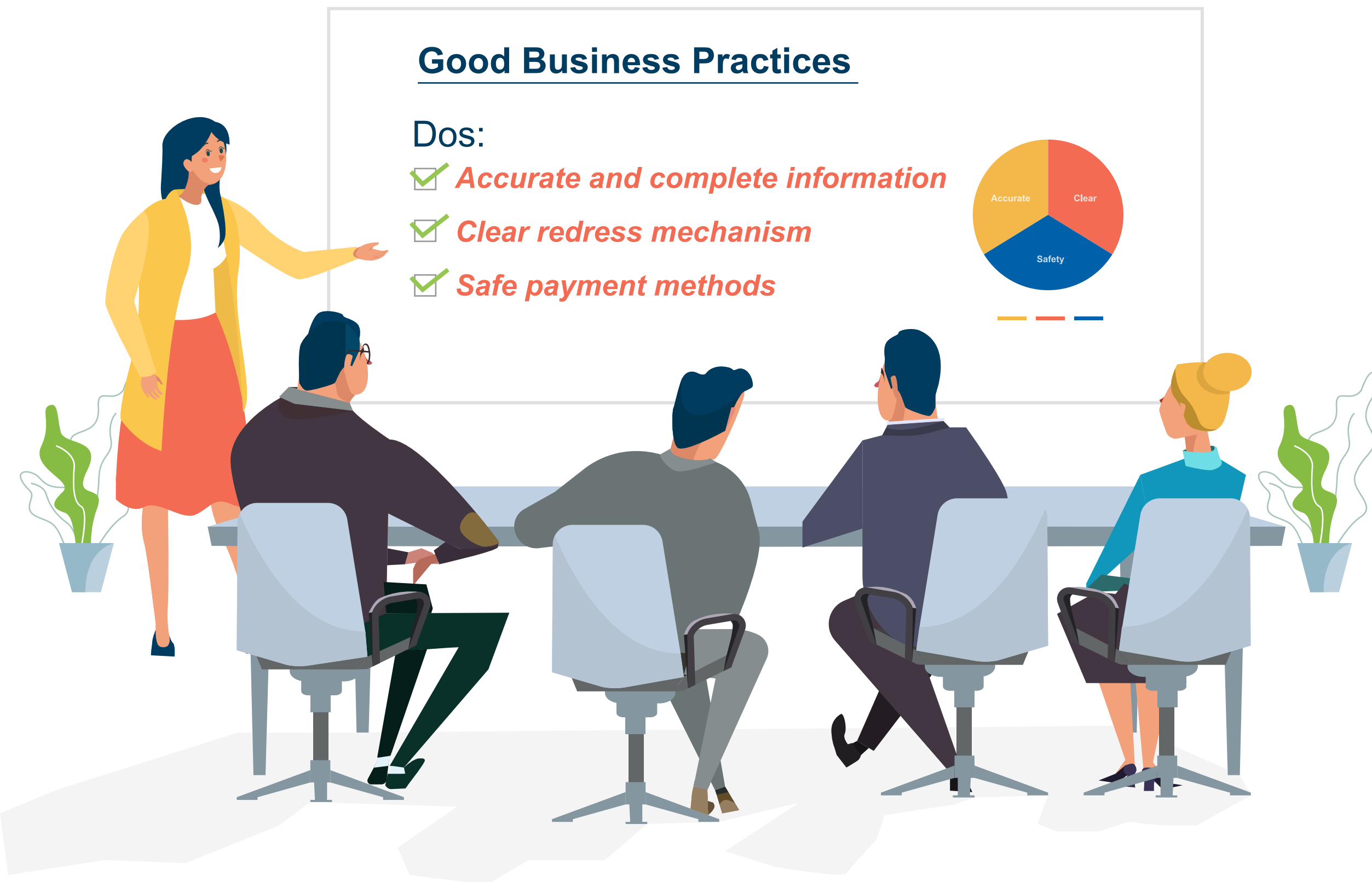
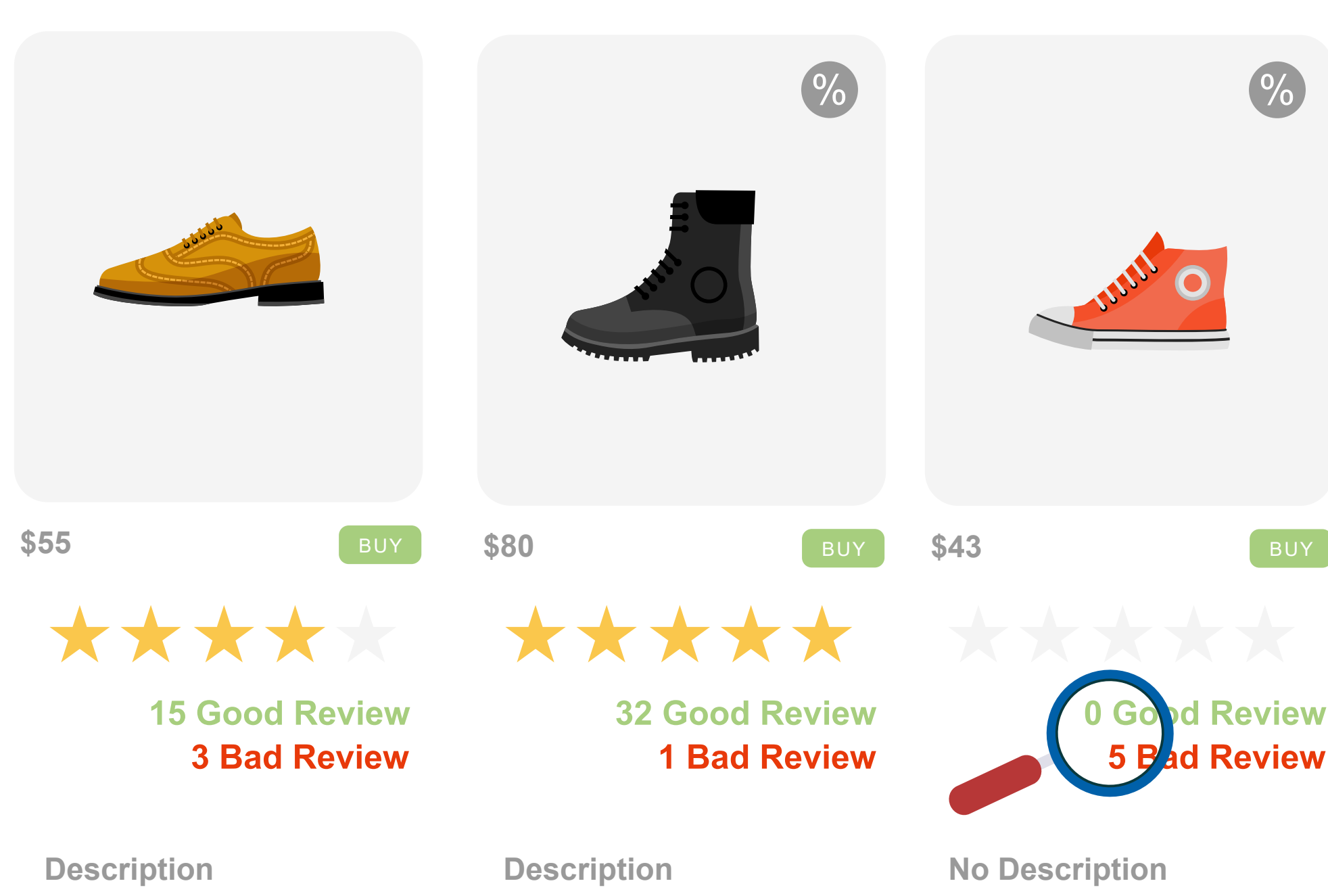
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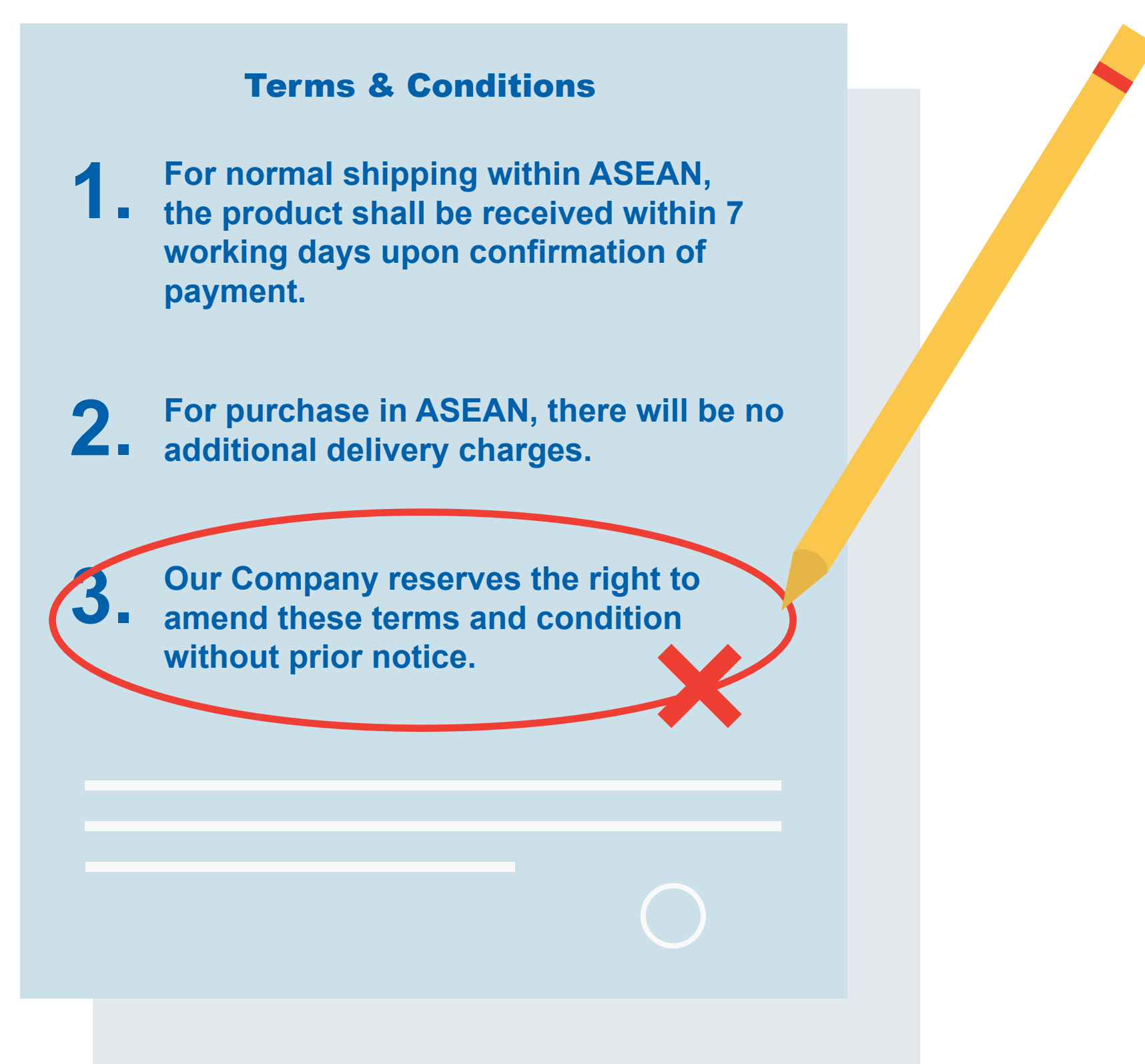


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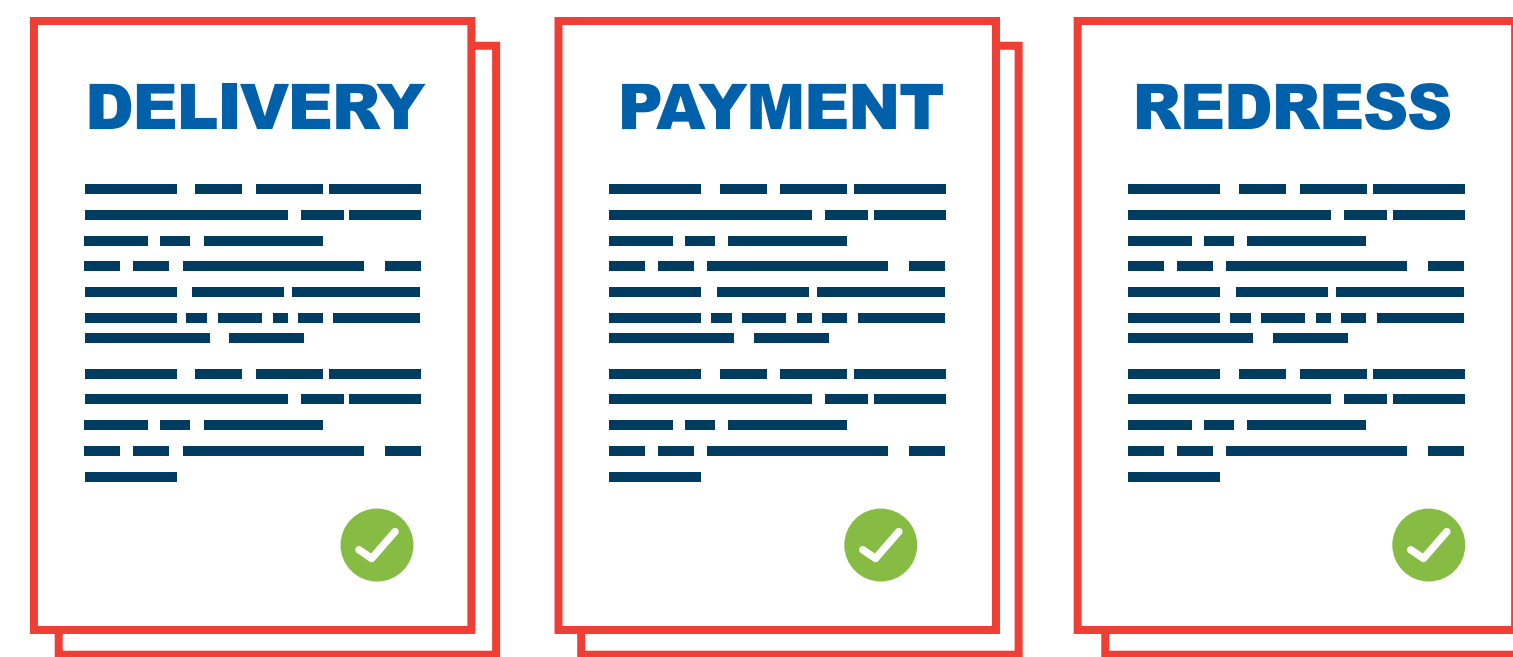
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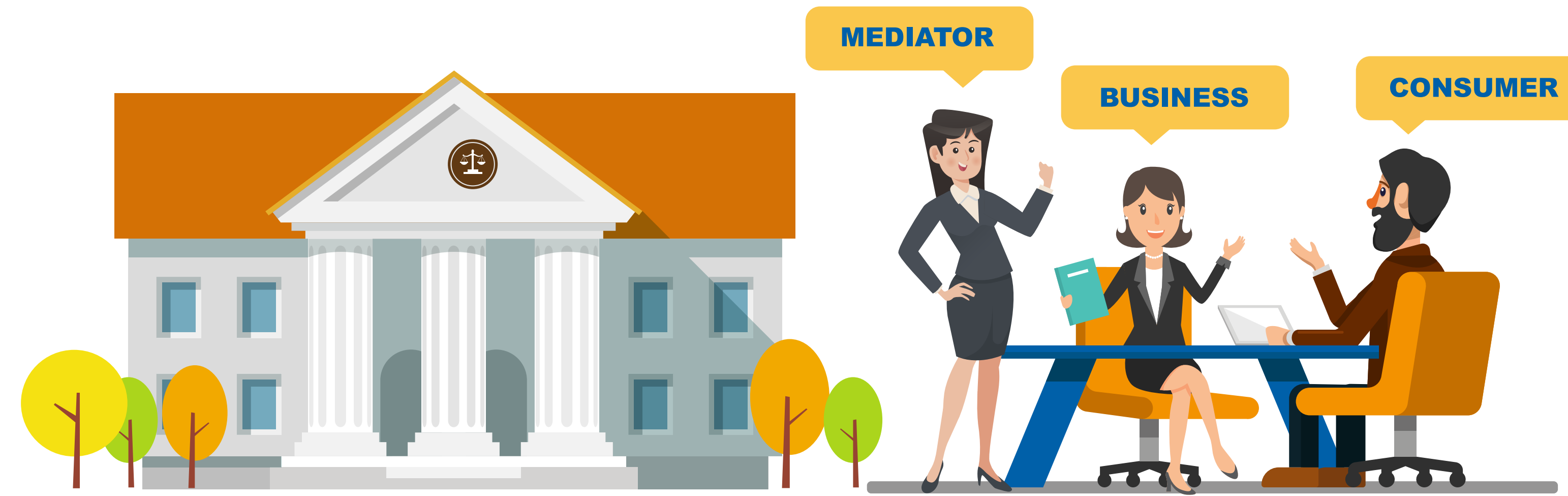
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