

Jytte Ølgård
Chair
OECD Consumer Policy Committee
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France

June 12, 2001

Dear Ms Ølgård

At the 4th annual meeting of the Trans Atlantic Consumer Dialogue (see www.tacd.org) in May, members noted the excellent work that has been done by the Organization for Economic Cooperation and Development in producing the “*Guidelines for Consumer Protection in the Context of Electronic Commerce*” and discussed how we might continue our efforts to promote their implementation. You will remember that Consumers International was actively involved on OECD’s efforts to elaborate the guidelines. You may also know that the TACD created a twelve-point online shopping checklist based on the guidelines, which is featured on the TACD website as well as members’ own sites. TACD and CI members have also actively participated in OECD conferences and other forums to advance the principles embodied in the guidelines.

As the second anniversary of the guidelines approaches at the end of this year, it would be very helpful to take stock of the progress that has been made and identify areas in which action is needed. The OECD has already done some preliminary work in this area with the report on “*Government and Private Sector Initiatives to Promote and Implement the OECD Guidelines for Consumer Protection in the Context of Electronic Commerce*” and the “*Inventory of Consumer Protection Laws, Policies and Practices Applied to Electronic Commerce.*” It is difficult, however, to determine from these documents the exact status of the guidelines in the OECD member countries.

Therefore, we suggest that a more detailed analysis of how the guidelines have been implemented should now be undertaken, as was also suggested by consumer representatives during the OECD meeting in Berlin in March 2001. What we envision is a study that would show, country by country, whether and how each provision of the guidelines has been implemented. This could be in table form, as the example below illustrates:

III. Online Disclosures

A. Information About the Business

i) *Identification of the business – including the legal name of the business and the name under which the business trades; the principal geographic address for the business; e-mail address or other electronic means of contact, or telephone number; and, where applicable, an address for registration purposes and any relevant government registration or license numbers.*

Name	Legal	Pending	Voluntary	National	Voluntary	Other
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of Country	Requirement	Legislation	Standard Approved by Government	Self- Regulatory Program Approved by Government	Self- Regulation	Activities
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It is possible that more than one choice would be applicable. The relevant choice(s) could be check-marked or indicated with a “yes” or “no.” This would provide an easy-to-use and more complete picture of how consumer confidence and consumer protection are being fostered and what more must be done. In the body of the report, there could be more elaboration of these activities, or websites could be provided for more information.

We would be happy to discuss this proposal in more detail. We appreciate the work that the OECD has carried out in protecting consumers’ interests in the electronic marketplace and look forward to continued cooperation and progress as that marketplace evolves. We would be very grateful if this letter was distributed to all members of the OECD Consumer Policy Committee to make them aware of our interest in your work in this area.

Yours sincerely

Dirk Klasen
EU Chair
TACD E-commerce Working Group

Anna Fielder
Director of ODTE
Consumers International

Marc Rotenberg
US Chair
TACD E-commerce Working Group