

## TRACIT calls for improved measures to protect consumers against new digital threats at 4<sup>th</sup> UNCTAD Intergovernmental Group of Experts on Consumer Protection Law and Policy

**Geneva, Switzerland, 9 July 2019** – Today, the Transnational Alliance to Combat Illicit Trade (TRACIT) urged UN Member States to implement measures to ensure sufficient protection to consumers engaging in e-commerce.

**“Alongside the billions of legitimate online transactions, e-commerce platforms have become vulnerable to misuse and the infiltration of illicit, illegal, fake and potentially unsafe products,”** said TRACIT Director of Programs Louis Bonnier. **“There is an urgent need to address the prevalence of illicit products, including counterfeits, available to online consumers, and to put in place protections to safeguard them from fraud, exploitation and a variety of new online risks.”**

The Intergovernmental Group of Experts (IGE) on Consumer Protection Law and Policy is a standing body established under the United Nations Guidelines for Consumer Protection (UNGCP) under the auspices of UNCTAD. The 4<sup>th</sup> meeting of the IGE was held in Geneva on 8-9 July and focused on measures to adapt consumer protection to the twenty-first century and how consumer protection can contribute to sustainable consumption.

TRACIT has provided the group with a list of recommendations, with an emphasis on the link between combating illicit trade, increasing consumer protection, and achieving the UN Sustainable Development Goals (SDGs). In particular, TRACIT continues to highlight the risks that new digital environments pose to the health and safety of consumers.

Mr. Bonnier noted, **“Illicit products available online pose a significant and growing threat to consumer protection, as well as sustainable consumption. If we do not address the illegality taking place online we will never achieve our common goals.”**

### **About TRACIT**

The Transnational Alliance to Combat Illicit Trade ([TRACIT](https://www.TRACIT.org)) is an independent, private sector initiative to drive change to mitigate the economic and social damages of illicit trade by strengthening government enforcement mechanisms and mobilizing businesses across industry sectors most impacted by illicit trade.

### **CONTACT:**

**Cindy Braddon**

**Head of Communications and Public Policy, TRACIT**

**Tel: +1 571-365-6885 / [cindy.braddon@TRACIT.org](mailto:cindy.braddon@TRACIT.org) / Twitter: [@TRACIT\\_org](https://twitter.com/TRACIT_org)**