

World consumer rights must include protections from online fraud and counterfeiting

New York, March 15, 2021 – Today, the Transnational Alliance to Combat Illicit Trade issued a statement for World Consumer Rights Day, calling for consumer rights to include protections from online fraud and counterfeiting.

Back in 1985, the *UN Guidelines on Consumer Protection* introduced a new and somewhat revolutionary set of global standards for protecting consumers from potentially hazardous goods or services. 30 years later, monumental changes in the global marketplace called for a much-needed update of the Guidelines. Among new provisions introduced in 2015, the Guidelines flagged the emerging risk of fraud to consumers shopping online, including the availability of counterfeits.

“But there is still much work to be done,” said TRACIT Director-General Jeff Hardy. “Online sales have grown to represent upwards of 15 percent of global retail sales and the value of counterfeits purchased online is over \$300 Billion.”

Consequently, World Consumer Rights Day is an appropriate day to raise awareness. Consumers are entitled to an online shopping experience that is safe and secure from fraud. Online platforms connecting people and those that profit from commerce over their websites should be responsible, comply with the law and recognize the ethical responsibility to assure consumers a safe and trusted environment.

In its statement, TRACIT called for:

1. Improve verification requirements of parties selling products on eCommerce platform
2. Publish information on eCommerce suppliers to ensure that there is more transparency and accountability online.
3. Establish a new benchmark for contributory liability for selling counterfeit goods on behalf of third-party sellers
4. Implement a system that bans counterfeiters and prevents them from rejoining or remaining on the platform.

To learn more about TRACIT’s eCommerce and fraudulent advertising principles & positions, please visit: <https://www.tracit.org/counterfeiting--piracy.html>

About TRACIT

The Transnational Alliance to Combat Illicit Trade ([TRACIT](http://www.tracit.org)) is an independent, private sector initiative 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.

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