

Attachment A

Intention Marketing Supervision Network Internet Sweep Day Check List

Consumer Protection Principles in Electronic-Commerce

Does the website provide consumers with the following information?

Q1 - The physical address of the business, or its address for registration purposes (such as a business registration office)?

Businesses engaged in electronic commerce should provide consumers with accurate, complete and easily accessible information about themselves.

Q2 - Email address, telephone or other contact information that allows consumers to quickly and effectively contact the business?

Does the website provide the following information before the conclusion of the contract?

Q3 - An itemisation of costs that would be incurred for the purchase of a particular item? (including cost of the product/service, delivery, postage & handling)

Businesses should provide consumers with sufficient information about the terms and conditions of the transaction to enable consumers to make an informed decision.

Q4 - Information regarding the security of any online payment mechanism?

For example does it refer to any encryption methods that will be used to protect credit card information?

Q5 - Applicable currency for the purchase?

A website should not simply give a price in dollars (\$) but not state what sort (ie which country).

Q6 - The possibility of any restrictions or conditions that may apply to the purchase? (such as geographic restrictions or parental/guardian approval requirements for minors)

Sites should clarify any possible restrictions.

Q7 - Does the website provide information related to return, exchange, or refund policies?

Information should be provided on any return, exchange or refund policies.

Q8 - Does the website explain how a consumer can lodge a complaint?

If a consumer is unhappy with any aspect of the product/service, the website should provide the information about the process for lodging a complaint.

Q9 - Does the website specify which legal jurisdiction will apply to the transaction (ie the trader's or the customer's country)?

A website could specify which legal jurisdiction that will apply.

Q10 - Does the website have a privacy policy?

There should be a statement that indicates how the website will handle personal information.