

# Norwegian guidelines on e-commerce

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# The problem

- National sweep December 2000
  - 100 shops were checked
  - *Everyone* failed to comply with the law
- An increase in the complaints of 40 percent to ECC Norway from 2004-2005





# The problem

- National sweep results March 2009
  - 40 shops were checked
  - Mainly clothing, electronics, CD/DVD, health products
  - Almost 50% failed to comply with the law





# The problem

- Wide range of violations
  - Lack of information about delivery costs
  - Lack of information about the right to withdraw
  - Wrong information about guarantees
  - No contact information displayed on the web site
  - Problems with delivery





# The problem

- Over the years: not satisfactory improvement as regards compliance with the law
- Consumers still lack confidence to e-commerce





# The problem

- Our follow up actions have had limited effect
- The traditional approach; sweeps, angry letters and sanctions has not been efficient





Not very sucessfull...





# What to do?

- The market consists of many smaller shops, and quite a few big, well established brandnames
- It is a great challenge to distribute information to all these shops....
- They all want to comply, but don't manage
  - Lack of human and legal resources
  - Lack of actual interest
  - More focused on selling products and developing fancy websites
  - Higher costs; legal requirements often means technical changes
  - *Many questions from web-shops*





# To summarize

- To many consumer complaints
- To many violations from the net-shops
- A common interest from the consumer and business side to work together in order to solve the problem





# Two points of action

- A standard contract with explanatory guidelines
  - A sort of do-it-yourself tool
- A new way to distribute the contract





# Standard contract with guidelines

- The standard terms are quite traditional, based on consumer contract law
  - Confirmation order
  - Cooling-off periode
  - Delivery
  - Payment
  - Remedies
  - etc





# Standard contract with guidelines

- The guidelines:
  - How the standard terms should be implemented in the webshops
  - Actual examples on how the shops can formulate their contracts – for instance the right to withdraw
  - “Copy – paste”
  - Underline a few highlights – right to withdraw, postage costs, no confirmation





# How to distribute the contract

- We wanted to use other channels than the traditional ones
- Overall strategy:
  - Cost efficient for the shops
  - Reach the companies facilitating payment, delivery etc
  - Easy to implement





# How to distribute the contract

- VISA, Mastercard etc
  - Implement our contract when developing payment solutions for their costumers - especially SMB
- Web developers
  - Implement our contract when developing delivery solutions and displaying costs– especially SMB
- Norwegian Post
  - Distribute the vast majority of packages
- Auctions and portals
  - “Force” netshops to use fair and balanced contracts





# How to distribute....

- Meeting with business organisations
  - E-trade Norway, Norwegian ICT
- Speeches
- Morning – TV, newspapers etc
- Net meeting



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ANNONSE

## NETTPRAT

Oppdatert: 13.3.2009 kl. 13:00-14:00

### Spør om netthandel!

Nettbutikkene fulle av feil. Kjøperne får for dårlig informasjon og mange får trøbbel når de angrer på kjøp.

Nå kommer Forbrukerombudet med nye, detaljerte spilleregler.

**Juridisk seniorrådgiver Lars Grøndal og juridisk rådgiver Charlotte Tvedt stilte til nettpprat om netthandel fredag 13. mars fra klokken 13 til klokken 14.**

Send inn dine spørsmål og les svarene her.

Jeg har inntrykk av at forbrukerrettigheter bare blir viktigere og viktigere. Enig?  
Mons I. Mjelde, Oslo



Lars Grøndal og Charlotte Tvedt ved Forbrukerombudet.

Lars Grøndal og Charlotte Tvedt Hei Mons I. For Forbrukerombudets del har

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# What now?

- Hopefully, we will see an improvement
- A new sweep will be carried out
- Talk to business organisations and facilitators – improvement?

