**THE DIGITAL WORLD – Notes on the CZECH EXPERIENCE**

**General problems an priorities: Country presentation (June 2014):**

**Topics** (just a few of examples)

* Achieving consumer rights (claims, redress);
* Unfair commercial practices,
  + particularly aimed the elderly - doorstep selling, out off premises selling (supporting information prepared for structured dialog);
* Foodstuff quality;
* Services (quality, reliability, ...)
  + Financial - banking fees, contractual transparency (insurance), over-indebtedness, ...;
  + Energy supply, IT service providers, E-commerce, ...;
  + Tourism.

**SDigital issues:**

**Credibility of e-seller,**

* Not the main problem as 10 years ago, but it persists to these days. The consumer will pay in advance and will never get the goods or the money back.
* More often – redress mechanism, withdrawal from the contract etc.
* Less experienced consumers do not understand the logos and certificate marks of credible, verified sellers.
* Problem is, that such quality labels are abused. Also a deceptive trader uses a mark which may confuse consumers.
* Problems with domestic sellers, but particularly with traders settled in the third countries. But – the consumer is confused; they think that they communicate with domestic e-shop.

**Contract conditions**

* For consumers it is difficult to follow all the contract and trade conditions.
* Often the contract is concluded – and the consumer does not know about it.
* Still lack of complete and transparent information about the selling price and conditions and that at the beginning of the buying procedure.

**Privacy, data protection**

* To improve the control of the issue - and managing the person digital identity

**Counterfeit goods**

* How can consumer distinguish? The price might be comparatively „high“, …
* Problems with customs when the goods is sent from a 3rd country …

**ADR, ODR**

* The present situation in the CzR – a sad story.
* How the implementation and enforcement of the new EU rules?

**Unfair commercial practices; Misleading Advertising.**

* General problem on the market, but specific for e-commerce

**Special attention to special needs of the blinds and deaf**

**How to solve**

* **To regulate, where appropriate**
* **Controlled implementation and enforcement of existing rules and regulations**
* **Self regulating mechanisms – support by state bodies, information campaigns etc.**

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