

## Empowering and protecting consumers (The Internet Economy on the Rise: Progress since the Seoul Declaration)

This chapter provides an overview of developments since the Seoul Declaration in business-to-consumer (B2C) e-commerce -at both domestic and international levels- and identifies some remaining obstacles to its expansion. It focuses on a selected number of issues that raise important ongoing and emerging consumer concerns that require attention. These include complex legal landscapes; inadequate information disclosure; fraudulent and misleading commerce practices; geographical restrictions; privacy concerns; and inadequate dispute resolution and redress.

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