

Consumer protection: meeting the expectations of the connected consumer



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The views expressed in this presentation are those of the author and do not necessarily reflect the opinions and official positions of ITU or of its Membership.

Internet - an essential service

- Access to markets
- Access to information
- Access to social networks
- Access to public information
- Access to education



How can regulators help?

- Efficient and reliable networks
- Accessibility and affordability
- Competition/Innovation
- Choice
- Well informed consumers
- Protection for consumers
- Trust and security



Informed or overloaded?

- Consumer detriment = information asymmetry in favor of supplier?
- Rational consumer = well informed consumer

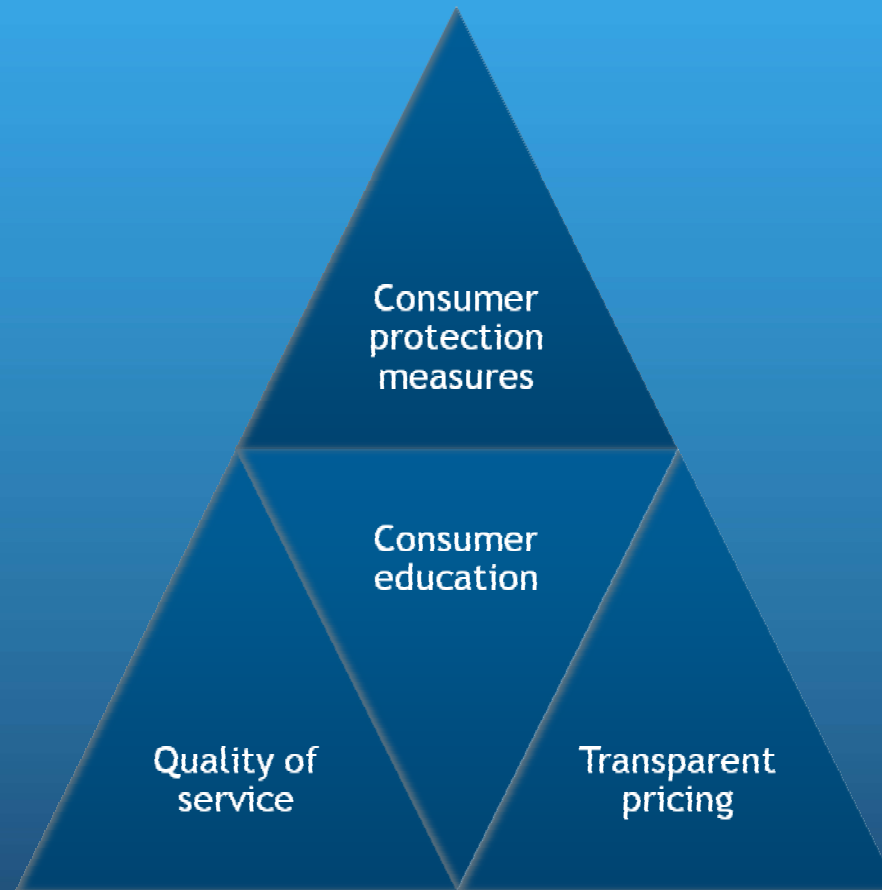
But

Is information truthful, accurate, up-to-date?

Is there too much information?

Who is responsible for ensuring consumers get the best deal?

Empowered consumers



Effective redress

Fair, transparent complaints process

Litigation, arbitration, mediation?

Operators handle complaints in first instance

Ensure remedies are enforced



Trust and security

Participation and
creativity

Inappropriate/harmful
content

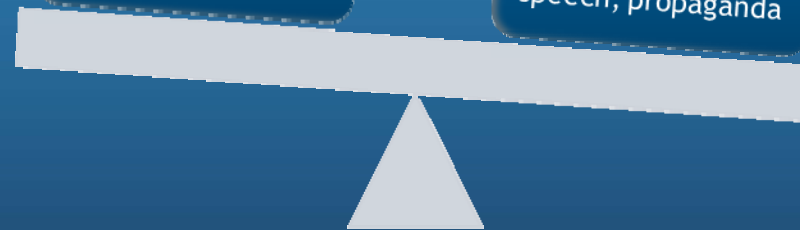
Spam, scams, fraud

Social networking

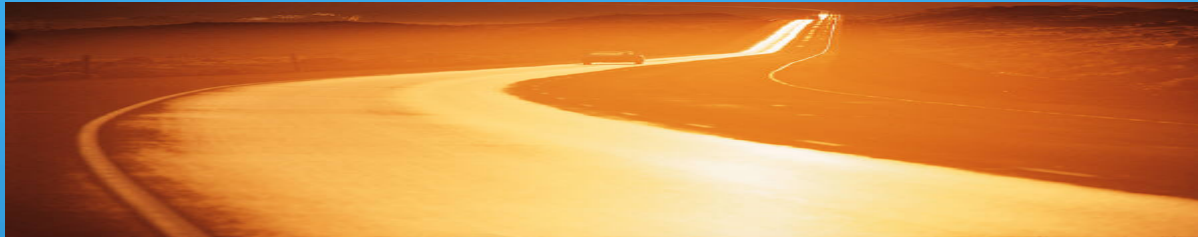
Cyber-bullying

Web based lobbying

Pornography, Racist
material, hate
speech, propaganda



Is there a regulatory gap?



Promote consumer involvement and awareness

Ensure accurate reliable information is available

Ensure consumers have access to effective redress

Enforceability of standards where necessary

Global response to security concerns



Thank you!

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