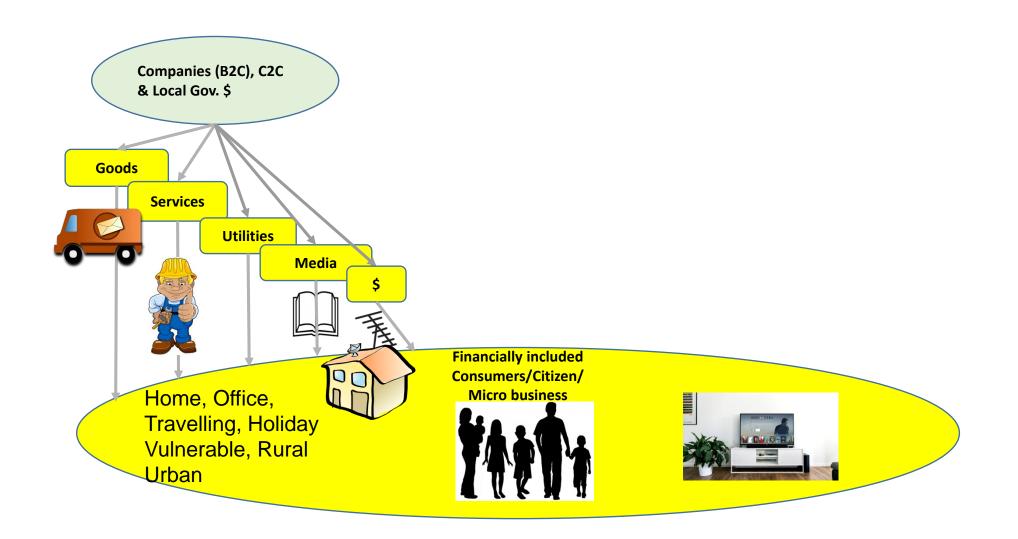
# Building confidence in a data driven economy by assuring consumer redress

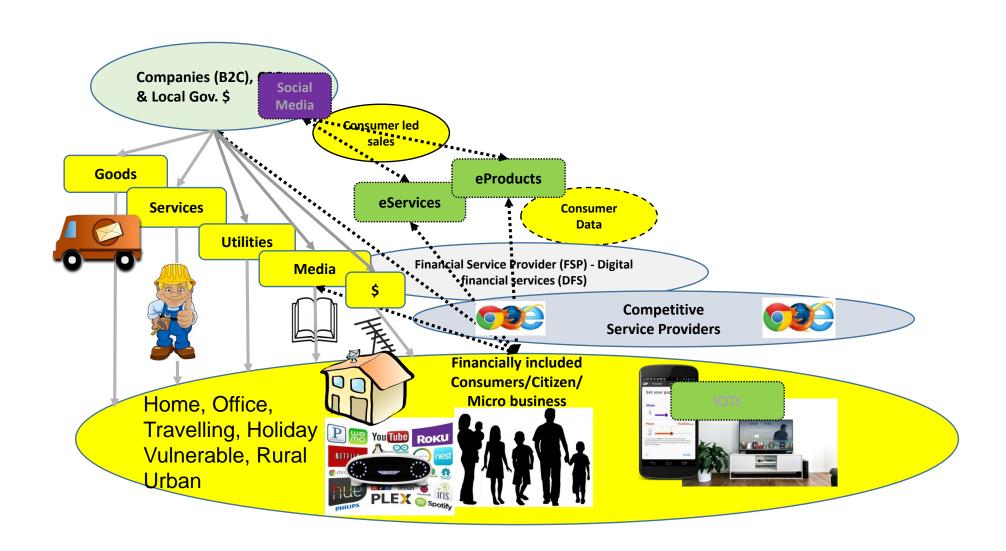
Alan Horne
ITU Consultant

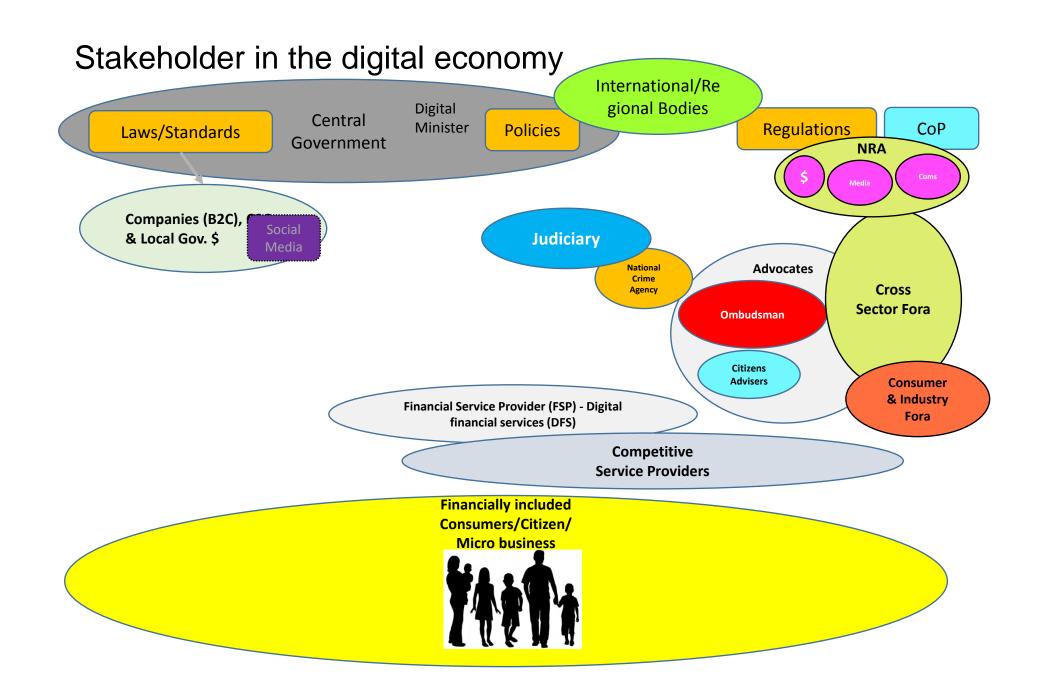
19<sup>th</sup> Global Symposium for Regulators
"Managing the consumer communications
process"
Port Villa, Vanuatu, July 2019

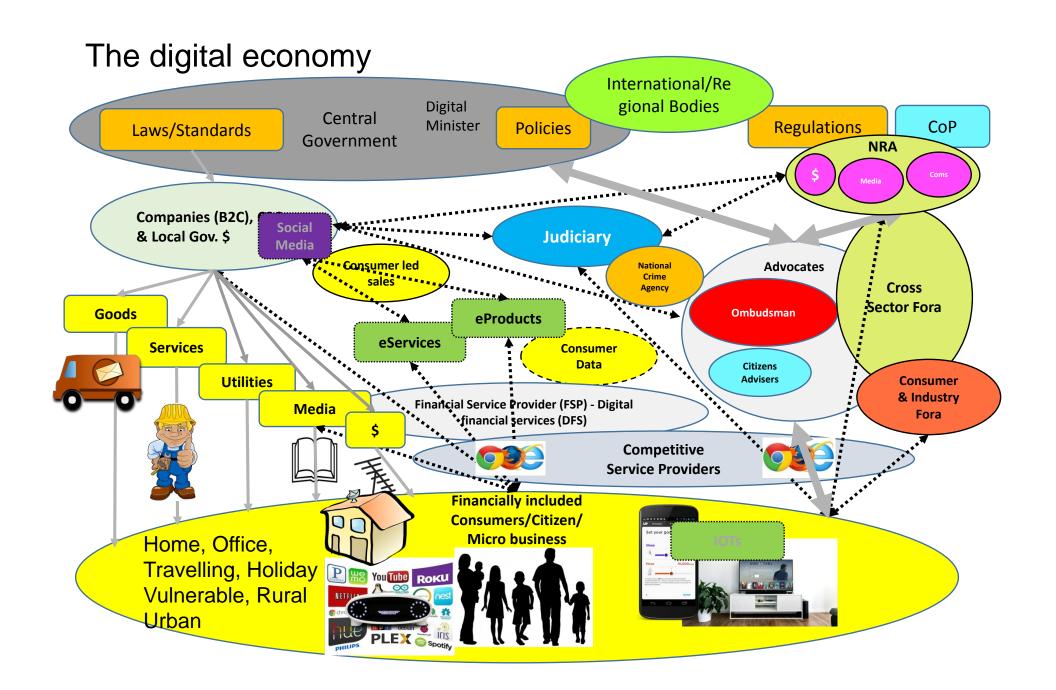
#### Consumers in the non-digital economy



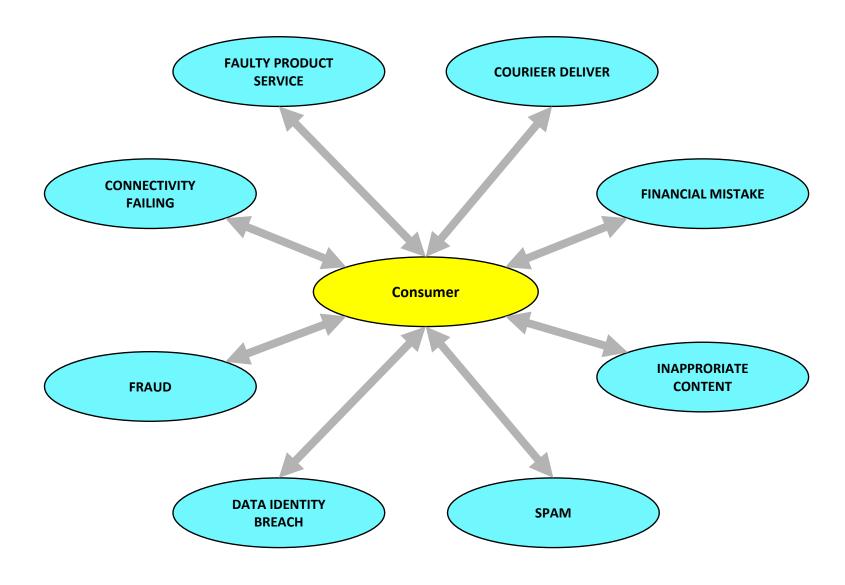
## Consumers in the digital economy eCommerce \$4 Trillion



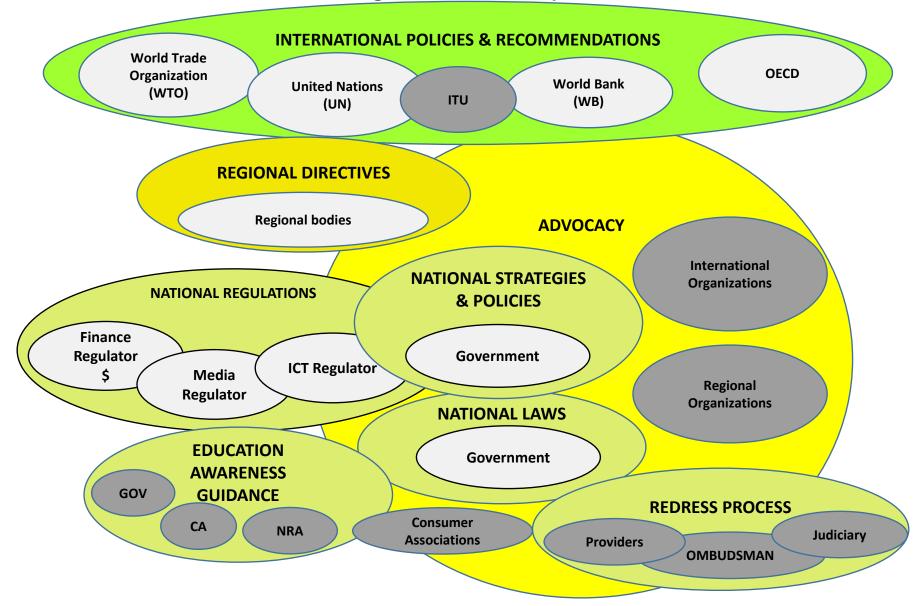




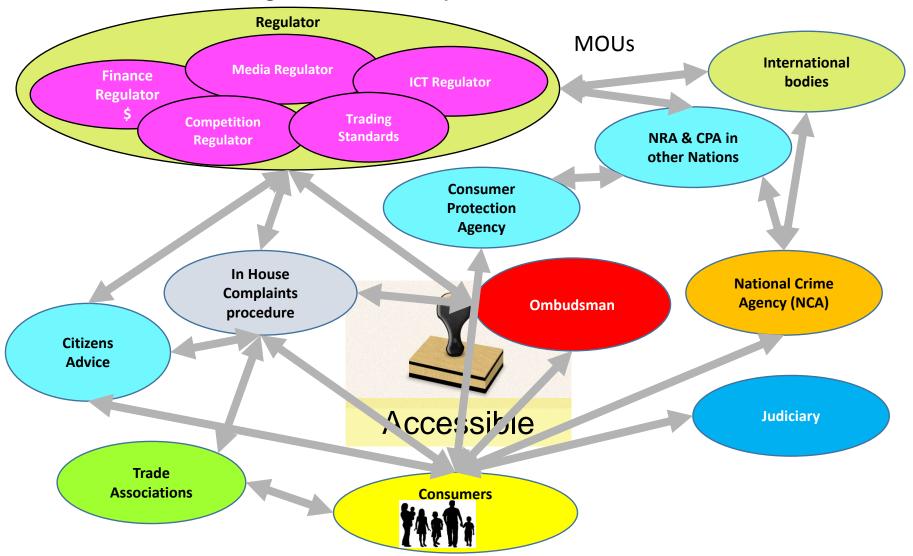
#### Key Harms in the digital economy



#### Policies & Laws in the digital economy



#### Redress in the digital economy



Recommendations – Collaborative Regulations Rec 2 Rec 3 **TRUSTED CYBER CRIME UNIT INSTITUTIONS** Rec 1 **CONVERGED** Rec 4 **CONSUMER DIGITAL POLICY PROTECTION** Rec 13 **INTERNATIONAL** Rec 5 **COOPERATION REVIEW LAWS** Gov/Regulator Rec 12 **CONSULTATION** Rec 6 HOLISTIC **EDUCATION** Rec 11 CONVERGE/COOPER ATE Rec 7 Rec 10 **DIGITAL HEROES REVIEW OF PRIORITIES** Rec 9 Rec 8 **CODE OF PRACTICE CITIZANS ADVICE** 

### Conclusions

- Digital economy international complex
- Significant benefits, significant harms
- Consumer protection/redress complex
- International harmonised standards, policies, laws, processes essential
- National collaborative regulation
- Consumer trusted advisor
- NRA at the centre of complex web