White Paper on Consumer Affairs 2021

FY2020 Implementation of Consumer Policy
FY2020 Report on the Results of Information Gathering and Analysis on Consumer Accidents

[Summary]

Consumer Affairs Agency
With regard to consumer affairs consultation information registered with PIO-NET, it will take a certain amount of time from accepting consultations at local consumer affairs centers to registering the consolations, so the number of consultations in this document may increase slightly in the future.

In this document, consumer affairs consultation information registered with PIO-NET is current as of Wednesday, March 31, 2021. Value typically exceeds 100%.

In principle, unit figures are rounded. Due to the unit rounding, the total of values in the breakdown may not match the figure shown in the corresponding total field.
The number of consumer accidents reported to the Consumer Affairs Agency in FY2020 was 11,414.

Breakdown of 2,435 life or health-related accidents reported, 1,487 were cases of serious injuries. 8,979 property-related cases were also reported.
Consumer Safety Investigation Commission conducted investigations according to notifications based on the provisions in the Consumer Safety Act. In FY2020, 2 reports were published. 10 opinions were submitted to the heads of relevant administrative organs.

### Reports released in the past

<table>
<thead>
<tr>
<th>Description</th>
<th>Date(s)</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carbon monoxide poisoning accident caused by a gas-fired water heater</td>
<td>January 24, 2014</td>
<td>Report/Opinion</td>
</tr>
<tr>
<td>Pool accident at a kindergarten</td>
<td>June 20, 2014, April 24, 2018</td>
<td>Report/Opinion, Opinion</td>
</tr>
<tr>
<td>Accidents involving household heat pump water heater</td>
<td>December 19, 2014</td>
<td>Report/Opinion</td>
</tr>
<tr>
<td>Escalator accidents</td>
<td>June 26, 2015</td>
<td>Report/Opinion</td>
</tr>
<tr>
<td>Skin disorders caused by hair dye products</td>
<td>October 23, 2015</td>
<td>Report/Opinion</td>
</tr>
<tr>
<td>Accidents while using a handle-type electric wheelchair</td>
<td>July 22, 2016</td>
<td>Report/Opinion</td>
</tr>
<tr>
<td>Elevator accidents</td>
<td>August 30, 2016</td>
<td>Report/Opinion</td>
</tr>
<tr>
<td>Injuries caused by broken wooden floor tiles in gymnasiums</td>
<td>May 29, 2017</td>
<td>Report/Opinion</td>
</tr>
<tr>
<td>Airway obstruction accidents due to toys in infants</td>
<td>November 20, 2017</td>
<td>Report/Opinion</td>
</tr>
<tr>
<td>Accidents related to household cogeneration systems</td>
<td>December 21, 2017</td>
<td>Report/Opinion</td>
</tr>
<tr>
<td>Accidents caused by electric shutters during operation</td>
<td>September 28, 2018</td>
<td>Report/Opinion</td>
</tr>
<tr>
<td>Fire accidents from household photovoltaic power generation systems</td>
<td>January 28, 2019</td>
<td>Report/Opinion</td>
</tr>
<tr>
<td>Accidents caused by a walk-behind rotary showblower</td>
<td>May 31, 2019</td>
<td>Report/Opinion</td>
</tr>
<tr>
<td>Drowning accidents caused by a water floater</td>
<td>June 19, 2020</td>
<td>Report/Opinion</td>
</tr>
<tr>
<td>Accidents on electric power-assisted bicycles with infants also riding on them</td>
<td>December 25, 2020</td>
<td>Report/Opinion</td>
</tr>
<tr>
<td>Accidents caused by school facilities or equipment, etc.</td>
<td>Under investigation (progress report released on February 18, 2021)</td>
<td>Report/Opinion</td>
</tr>
</tbody>
</table>

### Accidents in mechanical multi-storey car park

- Three accidents that automobiles fell occurred after the report was released.
  - Based on the results of their examination, additional opinions were submitted to the Minister of Land, Infrastructure, Transport and Tourism.

### Drowning accidents caused by a water floater

- In August 2019, a child wearing a life jacket drowned under a water floater installed in a swimming pool in an amusement park.
  - Based on the results of its investigation, opinions were submitted to the Minister of Education, Culture, Sports, Science and Technology and the Minister of Economy, Trade and Industry.

### Accidents on electric power-assisted bicycles with infants also riding on them

- Accidents caused by falling bicycles with infants on board continue to occur both while moving and stopping.
  - Based on the results of their investigation, opinions were submitted to the Prime Minister, the Chairperson of the National Public Safety Commission, the Commissioner General of the National Police Agency, the commissioner the Consumer Affairs Agency, the Minister of Education, Culture, Sports, Science and Technology, the Minister of Health, Labour and Welfare and the Minister of Economy, Trade and Industry.
Starting with notifications under the provisions of the Consumer Safety Act, awareness raising was conducted for 34 property-related cases in 2020.

<table>
<thead>
<tr>
<th>Tactics</th>
<th>Concrete examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales of counterfeit brand-name products (13 cases)</td>
<td>On shopping mall sites provided by digital platform operators, some businesses were selling counterfeit products by advertising their commodities as genuine brand-name products, while hiding their identity.</td>
</tr>
<tr>
<td>Internet sales (5 cases)</td>
<td>A business was running multiple fake websites disguising as online shopping sites and offering its commodities at prices that were significantly lower than those offered on other online shopping websites. However, after customers ordered products on the fake sites, they were not delivered or completely different products arrived.</td>
</tr>
<tr>
<td>Door-to-door sales of academic ability testing service (4 cases)</td>
<td>As a salesperson stayed at a consumer’s home for a long time and said things that upset the consumer’s child, who was also in the same room as them, the consumer was forced to feel like he or she had to sign a contract. Another salesperson repeatedly urged a consumer who had already expressed their unwillingness to sign a contract to sign it.</td>
</tr>
<tr>
<td>Contracts for internet connection service (2 cases)</td>
<td>A salesperson told a customer that the company managing the customer’s apartment building had requested them to make a visit to sell a different internet connection service, because the internet service used in the whole building was going to be changed. In reality, however, it was not true that the building management company had made such a request and the internet service used in the building was going to be changed to the service sold by the sales person.</td>
</tr>
<tr>
<td>Multilevel marketing of service (2 cases)</td>
<td>A salesperson from a multilevel marketing company told a customer that cooling-off would not be permitted once the customer used its member-only website. Another business did not issue a document that would clarify the content of a signed contract.</td>
</tr>
<tr>
<td>Secondary damage from the selling of worthless property by unscrupulous real-estate developers (2 cases)</td>
<td>A business told a customer who owned a wasteland needed to temporarily purchase other land owned by the business as one of the conditions for selling the customer’s land, when signing its sales contract, and then made the customer pay a large amount of money as a pretext for “sundry expenses,” which the business promised the customer to return, when buying back the land. In reality, however, the purchased land was never bought back, and the paid money was never returned, either.</td>
</tr>
<tr>
<td>Tactics for raising temptation to make easy money (2 cases)</td>
<td>A company suggested that anyone could earn money for certain, if starting to use its side-job business service by paying 9,800 yen. However, the customers who paid the money could not get information that would lead to business success. The company also made some customers pay large amounts of money by telling them that they needed to subscribe to paid optional plans to be able to obtain such information. However, there was no mechanism in which anyone could make money for certain.</td>
</tr>
<tr>
<td>False/misleading affiliate advertisements (2 cases)</td>
<td>To sell cosmetics and quasi-drugs online, some affiliate advertisements suggested the use of certain products ensured their users could remove spots from their skin successfully in a short time. In reality, however, those products had no effect of removing skin spots in the short time.</td>
</tr>
<tr>
<td>Delay in fulfillment of obligations (1 case)</td>
<td>In home-visit care service, consumers paid the cost for using the service and received a &quot;health reserve fund&quot; by applying for it. After a certain time, however, there started to be delays in the reimbursement of large amounts of money for the cost of the service, the payment of the health reserve fund, etc.</td>
</tr>
<tr>
<td>Tactics for displaying false warnings on the PC screen (1 case)</td>
<td>When consumers were using PC, false warnings such as detecting a virus were displayed on the screen. And the company responsible told the consumers that they needed to sign support contract to recover the PC from dangerous state and made them pay large amounts of money. In reality, however, when the false warnings were displayed, there were no conditions that confirmed the PC was in dangerous state. Therefore, there was no need to sign such contract and it was confirmed that the perpetrator had no intention to fulfill the contract.</td>
</tr>
</tbody>
</table>
The number of consumer affairs consultations in 2020 was 934,000. While the number of consultations for billing fraud fell (from 131,000 to 34,000), the number of consultations regarding COVID-19 rose and consultations for cases other than billing fraud increased (from 809,000 to 900,000).

(Note)
1. Consumer affairs consultation information registered with PIO-NET (as of March 31, 2021)
2. From FY1990 to FY2006, “FY” data was collected in accordance with the “2020 Consumer Life Annual Report” by the National Consumer Affairs Center of Japan. “Year” data was collected from 2007 to 2020.
4. Collected the number of consultations handled by way of consumer affairs centers, etc. across Japan since 2007, excluding consultations made through consultation offices.
With consultations involving young people, the internet and beauty came to top.

Consumer affairs consultations related to online games increased among those under 20 years of age.

Figure I-1-3-9

Highest numbers of consultations on product/service types by young people (2020)

<table>
<thead>
<tr>
<th>Product/Service Type</th>
<th>15 to 19 years</th>
<th>20 to 24 years</th>
<th>25 to 29 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cases</td>
<td>9,577</td>
<td>21,042</td>
<td>18,481</td>
</tr>
<tr>
<td>Hair removal agent</td>
<td>935</td>
<td>1,402</td>
<td>1,646</td>
</tr>
<tr>
<td>Other digital content</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online games</td>
<td>659</td>
<td>1,056</td>
<td>954</td>
</tr>
<tr>
<td>Digital content</td>
<td>507</td>
<td>833</td>
<td>831</td>
</tr>
<tr>
<td>Goods in general</td>
<td>419</td>
<td>818</td>
<td>744</td>
</tr>
<tr>
<td>Dating website</td>
<td>348</td>
<td>677</td>
<td>452</td>
</tr>
<tr>
<td>Other services</td>
<td>187</td>
<td>543</td>
<td>390</td>
</tr>
<tr>
<td>Digital content (general)</td>
<td>177</td>
<td>531</td>
<td>377</td>
</tr>
<tr>
<td>Rented apartments</td>
<td>167</td>
<td>517</td>
<td>360</td>
</tr>
</tbody>
</table>

Figure I-1-4-8

Transition of the number of consumer affairs consultations involving “online games” (by age group)

<table>
<thead>
<tr>
<th>Year</th>
<th>Under 20 years</th>
<th>20s</th>
<th>30s</th>
<th>40s</th>
<th>50s</th>
<th>60s</th>
<th>70 years &amp; over</th>
<th>No answer (no input)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>4,733</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6,352</td>
</tr>
<tr>
<td>2019</td>
<td>5,367</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6,352</td>
</tr>
<tr>
<td>2020</td>
<td>6,352</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6,352</td>
</tr>
</tbody>
</table>

(Note) Consumer affairs consultation information registered with PIO-NET (as of March 31, 2021)
The number of consumer affairs consultations involving elderly people continued to fall since the previous year. Consultations involving elderly people accounted for about 30% of all consultations.

**Figure I-1-3-10**
Transition of the number of consumer affairs consultations involving elderly people

<table>
<thead>
<tr>
<th>Year</th>
<th>Cases (Cases)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>245,637</td>
</tr>
<tr>
<td>2017</td>
<td>267,752</td>
</tr>
<tr>
<td>2018</td>
<td>357,987</td>
</tr>
<tr>
<td>2019</td>
<td>310,344</td>
</tr>
<tr>
<td>2020</td>
<td>271,161</td>
</tr>
</tbody>
</table>

(Note) 1. Consumer affairs consultation information registered with PIO-NET (as of March 31, 2021)
2. Consultations by contracting persons who are 65 years & over.

**Figure I-1-3-5**
Attributes of contracting persons in consumer affairs consultations (2020)

- Under 65 years: 58.3%
- 65 years & over: 29.0%
- No answer: 12.6%

(Note) Consumer affairs consultation information registered with PIO-NET (as of March 31, 2021)
As with the previous year, “Goods in general” stood out in the consultations, including spam emails and billing fraud. However, the number of such cases fell by half. Cases of “Other health food,” including subscription, were on the increase. “Health-care & sanitary goods, etc.”, including face masks, ranked in 2020.

**Figure I-1-3-11 Transition of the number of consultations on product/service types by elderly people**

<table>
<thead>
<tr>
<th></th>
<th>2018 Cases</th>
<th>2019 Cases</th>
<th>2020 Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Goods in general</td>
<td>128,198</td>
<td>80,219</td>
<td>35,977</td>
</tr>
<tr>
<td>2 Digital content (general)</td>
<td>15,388</td>
<td>11,164</td>
<td>8,717</td>
</tr>
<tr>
<td>3 Fiber-optic lines</td>
<td>9,803</td>
<td>7,532</td>
<td>7,508</td>
</tr>
<tr>
<td>4 Other digital content</td>
<td>6,702</td>
<td>6,708</td>
<td>7,558</td>
</tr>
<tr>
<td>5 Fund-type investment products</td>
<td>6,248</td>
<td>6,378</td>
<td>7,294</td>
</tr>
<tr>
<td>6 Repair services</td>
<td>5,754</td>
<td>6,185</td>
<td>6,875</td>
</tr>
<tr>
<td>7 Multi-purpose loan / consumer loan</td>
<td>5,410</td>
<td>6,118</td>
<td>6,216</td>
</tr>
<tr>
<td>8 Newspapers</td>
<td>5,303</td>
<td>5,876</td>
<td>5,878</td>
</tr>
<tr>
<td>9 Other health food</td>
<td>5,272</td>
<td>5,299</td>
<td>5,301</td>
</tr>
<tr>
<td>10 Mobile phone service</td>
<td>4,810</td>
<td>4,981</td>
<td>4,263</td>
</tr>
</tbody>
</table>

Yellow : Things related to the internet  Blue : Repeated purchase schemes, etc.  Pink : Face masks, etc.

(Note) 1. Consumer affairs consultation information registered with PIO-NET (as of March 31, 2021)
2. Items are products keywords (sub-categories) used in PIO-NET.
3. Consultations by contracting persons who are 65 years & over.
Among different sales/purchase patterns, the proportion of “mail order sales” increased. The proportions of “in-store purchases,” “door-to-door sales” and “telemarketing sales” dropped.

Consultations related to “internet shopping” increased. Among different product/service types, product-related consultations increased with many troubles such as undelivered goods and no contact opportunities (i.e. unable to contact business operators), in particular.

**Figure I–1–3–14** Changes in the proportions of different sales/purchase patterns in consumer affairs consultations

**Figure I–1–4–2** Transition of the number of consumer affairs consultations regarding “internet shopping” (by product/service)

**Figure I–1–4–3** Transition of the number of consumer affairs consultations regarding undelivered goods, no contact opportunities, etc.
Consumer affairs consultations regarding “subscription” in mail order sales continued to be on the increase. In 2020, they reached about 60,000, the largest number in history.

Consumer affairs consultations that had some connection to social networking service (SNS) also continued to be on the increase.

* Main examples of consultation details are as follows.
  1. Examples of troubles triggered by SNS advertisements
  2. Examples of troubles triggered by SNS solicitations
  3. Troubles in private individual transactions with people met through SNS

Figure I-1-4-5 Transition of the number of consumer affairs consultations involving “subscription” (by product)

Figure I-1-4-11 Transition of the number of consumer affairs consultations related to SNS (by age group)

(Note) 1. Consumer affairs consultation information registered with PIO-NET (as of March 31, 2021)
2. Number of consultations regarding “subscription” of health food or other items in mail order sales
Consumer financial detriment in 2020 was estimated to be about ¥3.8 trillion (payments made (including credit granted)).

### Table: Estimated results of consumer financial detriment

<table>
<thead>
<tr>
<th>Category</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract/purchase value</td>
<td>¥7.2 trillion</td>
<td>¥6.6 trillion</td>
<td>¥5.0 trillion</td>
</tr>
<tr>
<td>Payments made (including credit granted) *</td>
<td>¥6.1 trillion</td>
<td>¥5.1 trillion</td>
<td>¥3.8 trillion</td>
</tr>
<tr>
<td>Payments made</td>
<td>¥6.0 trillion</td>
<td>¥4.9 trillion</td>
<td>¥3.6 trillion</td>
</tr>
</tbody>
</table>

*Payments made (including credit granted) are the sum of payments made and future payments with credit cards, etc.

(Note) 1. Consumer financial detriment is the total expenses for goods and services related to consumer harm and problems.

2. The estimated amount is obtained by multiplying the population over 15 with the probability of occurrence of consumer harm & problems obtained from the results of "Basic Survey on Consumer Life", then multiplying the obtained amount with the average amount per instance of harm and problems calculated from consumer affairs consultation information, then adding the amount estimated as potential harm for elderly people, and correcting the amount obtained.

3. The population used here is the current population as of October 1 each year in Population Estimates by the Ministry of Internal Affairs and Communications. Confirmed values are used for 2018 and 2019, whereas values estimated based on the 2015 Census are used for 2020.

4. "Probability of occurrence" is estimated from the results of collected answers to the question in the Basic Survey on Consumer Life; “We would like to ask you about products you bought or services you used in the last year. Did you experience the following cases in the last year?” We asked the said question with regard to the following cases: ① Had Safety or health problems (e.g., injury, illness); ② Function/quality of goods or service quality was worse than expected; ③ They demanded payment significantly higher than expected; ④ Labeling and advertisements were significantly different from actual goods and services; ⑤ I signed a contract or made a purchase owing to problematic sales methods or pitches; ⑥ I encountered problems owing to troubles found in the contract & cancellation; ⑦ I fell victim to fraud and paid (or promised to pay) money to a business; ⑧ Other consumer harm experiences.

5. The average amount was calculated based on consumer affairs consultation information in each year (registered consultations by January 31 next year).

6. Note that the awareness survey used for this estimation is based on consumer awareness, so perspectives on consumer harm and problems are different depending on the respondent, and the attitude survey includes errors due to its nature.
In 2020, the consumption fell rapidly from March to May, and then picked up.

In comparison between assets and services, expenditures on assets (goods) increased slightly, whereas expenditures on services decreased.

Regarding the component ratio of each item, expenditures on food increased, whereas expenditures for travel and eating out decreased. This indicates that the so-called “stay-at-home consumption” rose, whereas outing-related consumption fell.

Figure Ⅰ-2-1-1 Trends in Synthetic Consumption Index

(Note) Synthetic Consumption Index values were estimated by the Cabinet Office (released in April 2021). Seasonally adjusted values.

Figure Ⅰ-2-1-3 Transitions of asset/service expenditures

(Note) Prepared based on Family Income and Expenditure Survey (Two-or-More-Person Households) by the Ministry of Internal Affairs and Communications.

Figure Ⅰ-2-1-4 Changes in the breakdown of asset/service expenditures

(Note) 1. Prepared based on Family Income and Expenditure Survey (Two-or-More-Person Households) by the Ministry of Internal Affairs and Communications. Component ratios of expenditures per household in 2019 and 2020.
2. “Assets: Other” refers to the total of expenditures on housing, fuel, lighting, water, insurances, medical cost, telecommunications, automobiles, education, culture, leisure and miscellaneous expenses.
3. “Services: Other” refers to the total of expenditures on housing, furniture, housekeeping items, clothing, shoes, insurances, medical cost, telecommunications, automobiles, education and miscellaneous expenses.
4. The total expenditures on assets/services do not include “pocket money,” “gifted money,” “other entertainment expenses” or “allowances.”
In 2020, consumption expenditures fell significantly in April to June, compared with January to March, but the total expenditures using the internet rose.

In terms of the age groups to which the heads of households belonged, the total expenditures using the internet also increased in all of the age groups.
- About 70% of consumers feel “secure” to purchase goods/services on the internet. As the age increases, the proportion of consumers who feel “secure” decreases.
- Regarding “worries” concerning purchasing goods/services on the internet, more than 60% of consumers answered “Personal information is leaked/misused,” “Goods/services are not as expected” and “Unwanted advertising emails are sent.”

**Figure I-2-2-17** Confidence to purchase goods/services on the internet (by age group)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Secure</th>
<th>Slightly secure</th>
<th>Slightly insecure</th>
<th>Insecure</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall (N=3,214)</td>
<td>69.8%</td>
<td>62.7%</td>
<td>26.2%</td>
<td>2.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Late teens (N=113)</td>
<td>71.7%</td>
<td>64.6%</td>
<td>23.9%</td>
<td>2.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>20s (N=445)</td>
<td>7.1%</td>
<td>9.4%</td>
<td>20.2%</td>
<td>2.0%</td>
<td>1.1%</td>
</tr>
<tr>
<td>30s (N=620)</td>
<td>10.5%</td>
<td>7.6%</td>
<td>21.9%</td>
<td>1.6%</td>
<td>1.4%</td>
</tr>
<tr>
<td>40s (N=760)</td>
<td>67.1%</td>
<td>64.7%</td>
<td>27.8%</td>
<td>2.1%</td>
<td>1.4%</td>
</tr>
<tr>
<td>50s (N=677)</td>
<td>61.5%</td>
<td>60.4%</td>
<td>28.7%</td>
<td>2.8%</td>
<td>2.1%</td>
</tr>
<tr>
<td>60s (N=397)</td>
<td>59.4%</td>
<td>56.9%</td>
<td>32.5%</td>
<td>2.8%</td>
<td>2.8%</td>
</tr>
<tr>
<td>70s or older (N=202)</td>
<td>3.0%</td>
<td>56.4%</td>
<td>35.6%</td>
<td>3.0%</td>
<td>2.0%</td>
</tr>
</tbody>
</table>

(Note) 1. Prepared based on Basic Survey on Consumer Life (FY2020) by Consumer Affairs Agency.
2. In response to the question: "Please select the choice that best describes how you feel when purchasing goods/services on the internet."

**Figure I-2-2-18** Worries/experiences when purchasing goods/services on the internet

- Personal information is leaked/misused: 66.7% (Worries), 64.9% (Experiences)
- Goods/services are not as expected: 43.0% (Worries), 40.0% (Experiences)
- Unwanted advertising emails are sent: 49.8% (Worries), 49.8% (Experiences)
- Goods information is incorrect: 20.0% (Worries)
- If there is any trouble, it cannot be solved: 45.7% (Worries)
- It is difficult to find contact details for complaints/consultations: 44.4% (Worries)
- Goods are not delivered: 37.4% (Worries)
- Once orders are placed, they cannot be canceled: 32.4% (Worries)
- Orders become repeated purchases without my knowledge: 28.7% (Worries)
- Expensive contacts are signed without my knowledge: 22.6% (Worries)
- I have never had any worries/experiences: 19.9% (Worries), 19.9% (Experiences)
- No answer: 6.8% (Worries), 6.8% (Experiences)

(Note) 1. Prepared based on Basic Survey on Consumer Life (FY2020) by Consumer Affairs Agency.
2. In response to the questions: "Regarding purchasing goods/services on the internet, please (1) select all of the choices that describe your worries and (2) select all of the choices that describe your actual experiences." (Multiple-choice questions)
Comparing the first time (April 2020) and the second time (January 2021) when the state of emergency was declared, more consumers answered that there was “No change” before and after the declaration at the second time than the first time, regarding the frequency of foodstuff purchases and their amounts.

This suggests that more consumers exhibited calm consumption behaviors at the second time the state of emergency was declared.

<table>
<thead>
<tr>
<th></th>
<th>Survey in May 2020 (N=1,837)</th>
<th>Survey in February 2021 (N=1,838)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased (total)</td>
<td>20.1</td>
<td>11.9</td>
</tr>
<tr>
<td>No change</td>
<td>30.0</td>
<td>62.1</td>
</tr>
<tr>
<td>Decreased (total)</td>
<td>49.8</td>
<td>26.0</td>
</tr>
<tr>
<td>No answer</td>
<td>0.1</td>
<td>0.1</td>
</tr>
</tbody>
</table>

(Note) 1. Prepared based on Commodity Price Monitor Survey by Consumer Affairs Agency
2. In response to the question: “Did the frequency at which you shopped at supermarkets, convenience stores or other stores for foodstuffs and daily essentials increase or decrease before and after the state of emergency was declared?”
3. Increased (total): Total of answers “Increased largely” and “Increased slightly” in response to the question, based on 5-point scale.
4. Decreased (total): Total of answers “Decreased largely” and “Decreased slightly” in response to the question, based on 5-point scale.

<table>
<thead>
<tr>
<th></th>
<th>Survey in May 2020 (N=1,837)</th>
<th>Survey in February 2021 (N=1,838)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased (total)</td>
<td>63.6</td>
<td>35.4</td>
</tr>
<tr>
<td>No change</td>
<td>30.0</td>
<td>59.5</td>
</tr>
<tr>
<td>Decreased (total)</td>
<td>6.2</td>
<td>5.1</td>
</tr>
<tr>
<td>No answer</td>
<td>0.1</td>
<td>0.1</td>
</tr>
</tbody>
</table>

(Note) 1. Prepared based on Commodity Price Monitor Survey by Consumer Affairs Agency
2. In response to the question: “Did the amount of foodstuffs and daily essentials that you purchased at supermarkets, convenience stores or other stores each time increase or decrease before and after the state of emergency was declared?”
3. Increased (total): Total of answers “Increased largely” and “Increased slightly” in response to the question, based on 5-point scale.
4. Decreased (total): Total of answers “Decreased largely” and “Decreased slightly” in response to the question, based on 5-point scale.
Consumer affairs consultations regarding COVID-19 reached the highest number in April 2020, exceeding 21,000 cases, and then continued to decrease until November 2020. Of all cases, there were many consultations regarding internet shopping.

Consultations regarding “Health-care & sanitary goods, etc.”, including face masks, accounted for the largest proportion (about 30%). It was followed by “Weddings” and “Sports & health classes”, etc where there were troubles related to cancellations.

Figure I-2-5-2: Highest numbers of consultations on COVID-19-related products/services (2020)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Products/services</th>
<th>Cases</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Health-care &amp; sanitary goods, etc.</td>
<td>22,559</td>
<td>27.2%</td>
</tr>
<tr>
<td>2</td>
<td>Weddings</td>
<td>3,992</td>
<td>4.8%</td>
</tr>
<tr>
<td>3</td>
<td>Sports &amp; health classes</td>
<td>3,857</td>
<td>4.6%</td>
</tr>
<tr>
<td>4</td>
<td>Other administrative services</td>
<td>3,731</td>
<td>4.5%</td>
</tr>
<tr>
<td>5</td>
<td>Aviation services</td>
<td>2,706</td>
<td>3.3%</td>
</tr>
<tr>
<td>6</td>
<td>Goods in general</td>
<td>2,197</td>
<td>2.6%</td>
</tr>
<tr>
<td>7</td>
<td>Sanitizers/disinfectants</td>
<td>1,650</td>
<td>2.0%</td>
</tr>
<tr>
<td>8</td>
<td>Other services</td>
<td>1,616</td>
<td>1.9%</td>
</tr>
<tr>
<td>9</td>
<td>Rented apartments</td>
<td>1,433</td>
<td>1.7%</td>
</tr>
<tr>
<td>10</td>
<td>Other medical equipment</td>
<td>1,306</td>
<td>1.6%</td>
</tr>
<tr>
<td>11</td>
<td>Tissues</td>
<td>1,113</td>
<td>1.3%</td>
</tr>
<tr>
<td>12</td>
<td>Hotels/inns</td>
<td>1,051</td>
<td>1.3%</td>
</tr>
<tr>
<td>13</td>
<td>Concerts</td>
<td>1,045</td>
<td>1.3%</td>
</tr>
<tr>
<td>14</td>
<td>Overseas package tours</td>
<td>1,035</td>
<td>1.2%</td>
</tr>
<tr>
<td>15</td>
<td>Use of sport facilities</td>
<td>1,002</td>
<td>1.2%</td>
</tr>
<tr>
<td>16</td>
<td>Eating out</td>
<td>962</td>
<td>1.2%</td>
</tr>
<tr>
<td>17</td>
<td>Multi-purpose loan / consumer loan</td>
<td>951</td>
<td>1.1%</td>
</tr>
<tr>
<td>18</td>
<td>Individually arranged overseas tours</td>
<td>927</td>
<td>1.1%</td>
</tr>
<tr>
<td>19</td>
<td>Other consultations (general)</td>
<td>909</td>
<td>1.1%</td>
</tr>
<tr>
<td>20</td>
<td>Domestic package tours</td>
<td>805</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

(Note) 1. Consumer affairs consultation information registered with PIO-NET (as of March 31, 2021)
2. Consultations “related to COVID-19”
3. Items are products keywords (lower levels) used in PIO-NET.
Part 1 Chapter 2 Section 6 Responses by the Consumer Affairs Agency to COVID-19 (1)

Changes in number of newly infected cases and major governmental responses

Figure 1-2-6-1 Changes in number of newly infected cases and major governmental responses

The Cabinet decided on the Bill to Partially Amend the Act on Special Measures against Novel Influenza, etc. (March 10).

The state of emergency was lifted in all areas (May 25).

The Act Partially Amending the Act on Special Measures against Novel Influenza, etc. was promulgated (March 13) and came into force (March 14).

The Novel Coronavirus Response Headquarters declared the state of emergency for some areas (which was announced on January 7 and came into effect on January 8).

The Novel Coronavirus Response Headquarters declared the state of emergency for some areas (which was announced on April 7 and came into effect on April 8), and then expanded it to the whole nation (April 16).

Area-Focused Intensive Measures for Prevention of the Spread of Infection were newly established due to the amendment of the Act on Special Measures against Novel Influenza, etc. (February 13).

The Novel Coronavirus Response Headquarters declared the state of emergency for some areas (which was announced on April 23 and came into effect on April 25), and then expanded it to other areas (May 12).

The state of emergency was lifted in all areas on March 21, as planned.

The Novel Coronavirus Response Headquarters decided on Basic Policies for Novel Coronavirus Disease Control (March 28).

(Note) Prepared by the Consumer Affairs Agency, based on data released by the Ministry of Health, Labour and Welfare.
### Major COVID-19 responses by the Consumer Affairs Agency

#### (Daily necessities)

- The Cabinet decided on the Cabinet Order Partially Amending Order for Enforcement of Act on Emergency Measures for Stabilizing Living Conditions of the Public. From March 15, it was prohibited to resell face masks at prices higher than their purchased prices. (March 10)
- The Cabinet decided on the Cabinet Order Partially Amending Order for Enforcement of Act on Emergency Measures for Stabilizing Living Conditions of the Public. From May 26, it was prohibited to resell alcohol disinfectants at prices higher than their purchased prices. (May 22)
- The Cabinet decided on the Cabinet Order Partially Amending Order for Enforcement of Act on Emergency Measures for Stabilizing Living Conditions of the Public. From August 29, the regulation on the resale of face masks and alcohol disinfectants was lifted. (August 25)

#### (Labeling)

- The Agency urgently monitored online advertisements which falsely representing preventive effects against COVID-19 and demanded its improvement. (March 10 and 27) *Since then, the Agency has monitored it continuously, demanded its improvement, provided administrative guidance, ordered measures and promoted awareness raising as required.*
- Under the joint signatures of the Ministry of Agriculture, Forestry and Fisheries and the Ministry of Health, Labour and Welfare, the Agency notified relevant organizations of the flexible operation of food labeling and other standards. (April 10)

#### <Release of other information>

- The National Consumer Affairs Center of Japan opened the Consumer Hotline on COVID-19 Vaccine Fraud. (February 15)

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#### Additional Information:

- The Consumer Education Promotion Council compiled and released *“The consumer behaviors in an emergency”*. (January 13)
- The Agency started a campaign to prevent consumer harm during the coronavirus crisis. (February 8)
- The National Consumer Affairs Center of Japan opened the Consumer Hotline on COVID-19. (May 1)
Part 1 Chapter 2 Section 6 Responses by the Consumer Affairs Agency to COVID-19 (3)

Actions to misleading representations

1. Urgent monitoring of online advertisements under the Act against Unjustifiable Premiums and Misleading Representations and the Health Promotion Act

- March 10, 2020: 46 products of 30 business operators
- March 27, 2020: 41 products of 34 business operators
- June 5, 2020: 38 products of 35 business operators
- February 19, 2021: 42 products of 45 business operators

* Improvement has already been confirmed in the labeling of all of the products. Since then, the monitoring has been continued and appropriate measures have been taken under the laws.

[Main products for which labeling improvement was demanded in the urgent monitoring]
- So-called health food (vitamin A, vitamin C, vitamin D, zinc, olive leaf extract, dandelion tea, manuka honey, natto, mandarin, turmeric, hydrogen water, lactic acid bacteria, black garlic, seaweed fucoidan, sea lettuce, coffee polyphenol, tea polyphenol, tea catechin, etc.)
- Negative ion generators, ion air cleaners
- Space sterilization products (neck strap type and stationary type), antibacterial/antimicrobial sprays (e.g. amino acid, photocatalyst), aroma oil

2. Guidance for preventing recurrence from the perspective of the Act against Unjustifiable Premiums and Misleading Representations

- Two business operators engaged in bait-and-switch advertising on face masks (March 27, 2020)
- Five business operators selling portable (neck strap type) space sterilization products (May 15, 2020)
- Nine business operators selling antibody testing kits (December 25, 2020 and March 26, 2021) and two business operators selling antibody testing kits for research purposes (March 26, 2021)

3. Measures ordered due to the violation of the Act against Unjustifiable Premiums and Misleading Representations

- One business operator selling finger washing gel with alcohol content that was significantly dilute than labeled (May 19, 2020) and one business operator selling alcohol spray (December 9, 2020)
- Nine business operators selling hypochlorous acid water with effective chloride content that was significantly dilute than labeled or advocating disinfection effects (December 9, 2020, March 10 and 17, 2021)
- Six business operators selling portable space sterilization products, air clearing products and negative ion generators (August 28 and December 22, 2020, and January 15, March 18 and 31, 2021)
- Five business operators selling antibacterial sprays advocating space sterilization using chrolous acid (March 4 and April 9, 2021)
- One business operator selling health food advocating effects against COVID-19 (March 9, 2021)

4. Other awareness raising

- The Agency released precautions for the purchasing and use of disinfection/sterilization products (July 1, 2020).
**Part 2 Chapter 1 Major consumer policies by the Consumer Affairs Agency (1)**

Process chart for The Basic Plan on Consumer Policy

- Based on the fourth Basic Plan on Consumer Policy (decided on by the Cabinet on March 31, 2020), the efforts planned as part of specific policies that should be executed by relevant government offices have been defined into this process chart to promote the consumer policy both systematically and comprehensively in a verifiable format.
- 153 policies are organized into five pillars and the planned efforts and their Key Performance Indicators (KPIs) during the target period (till FY2024) are stated explicitly.
- It will be revised each fiscal year according to the progress of the policies and its details will also be reviewed as required in emergencies such as the spread of COVID-19.

### <Structure of the process chart for the fourth Basic Plan on Consumer Policy [Chapter 5 Promotion of key policies]>

<table>
<thead>
<tr>
<th>I. Preventing consumer harm</th>
<th>II. Promoting economic/social structural reforms through consumers’ participation, etc. to fair and sustainable society</th>
<th>III. Flexible/focused response to various issues related to consumer affairs</th>
<th>IV. Promotion of consumer education and providing information to consumers</th>
<th>V. Establishing the structure to promote consumer administration</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Ensuring consumer safety</td>
<td>(1) Coordination and cooperation between consumers and business operators that contribute to food loss and waste reduction, etc.</td>
<td>(1) Simultaneous realization of utilization of digital platform and other digital services and protection/promotion of consumer profit</td>
<td>(1) Promotion of consumer education</td>
<td>(1) Reflecting consumer opinions/ensuring consumer policy transparency</td>
</tr>
<tr>
<td>(2) Optimizing transactions and product labeling and ensuring consumer opportunities for independent and reasonable selections</td>
<td>(2) Coordination and cooperation between consumers and business operators that contribute to environmental conservation</td>
<td>(2) Response to globalization development of consumer affairs</td>
<td>(2) Promotion of enlightenment activities for consumer policies</td>
<td>(2) Establishing national systems</td>
</tr>
<tr>
<td>(3) Promoting policies that are coordinated among relevant government offices to support consumers with weakness, etc.</td>
<td>(3) Other coordination and cooperation between consumers and business operators that contribute to development of sustainable society</td>
<td>(3) Response to emergencies, such as spread of COVID-19 and disasters</td>
<td></td>
<td>(3) Establishing local systems</td>
</tr>
<tr>
<td>(4) Establishing the framework to process complaints from consumers and settle disputes</td>
<td>(4) Promotion of voluntary efforts to improve compliance in business activities</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Responses by the Consumer Affairs Agency to COVID-19 (Part 1 Chapter 2 Section 6)

- Increase in consumer affairs consultations regarding COVID-19 due to the spread of COVID-19
- Declaration of the state of emergency  
  (From April 7 to May 25, 2020; from January 8 to March 21, 2021; from April 25, 2021 to present)

- During the spread of COVID-19, the following measures were implemented:  
  - Maintenance/reinforcement of consumer affairs consultation systems  
  - Actions to misleading representations and awareness raising  
  - Appeal for calm purchasing activities  
  - Awareness raising regarding piggybacking fraudulent schemes  
  And awareness raising and response to misleading representations regarding vaccine frauds followed.

- Under the Act on Emergency Measures for Stabilizing Living Conditions of the Public, it was prohibited to resell face masks and alcohol disinfectants (and then, this restriction was lifted in August 2020).

- The Agency informed consumers of cautionary points for shopping and eating out in the New Lifestyle.

### Enhancement/strengthening of local consumer administration

- Local community is the front line of consumer administration.  
- Establishment of consumer affairs consultation system accessible to anyone  
- Prevention of consumer trouble outbreaking or expansion, especially for elderly people

- Formulation of the “campaign for strengthening local consumer administration 2020” in April 2020

- Implementation of multi-layered policies to enhance/strengthen local consumer administration  
  - Support based on a grant to strengthen local consumer administration  
  - Digitalization of consumer affairs consultation  
  - Development of human resources for local consumer administration  
  - Advanced model projects

- Establishment of “Local Council for Ensuring the Safety of Consumers” (Watch-over Network) and support to efforts by local public organizations to collaborate consumer affairs supporters and consumer affairs support groups  
  * Municipalities where Watch-over Network is installed: 327 (as of March 31, 2021)
Part 2 Chapter 1 Major consumer policies by the Consumer Affairs Agency (3)

Protection/promotion of consumer profits in transactions via digital platforms

- Expansion of consumer transactions on digital platforms
- Emergency of new types of troubles involving sellers unfamiliar with business transactions

Submission of “Bill for the Protection of Consumers who use Digital Platforms” to the 204th ordinary session of the Diet, based on the expert report “Review of environmental maintenance, etc. in consumer transactions involving digital platform companies” (Outline of the bill: P26)

Once the bill is passed, a preparatory meeting will be held to set up a Public–Private Council, guidelines and other specific plans will be released and dissemination/enlightenment efforts will be made to enforce the new law.

Strengthening of law enforcement against fraudulent schemes

- Prevention of consumer damage through fraudulent schemes (No. of consumer affairs consultations: 934,000 cases* (2020))
- Strengthening and speeding up of law enforcement against fraudulent schemes targeting consumer weakness

* Total number of consultations including cases of fraudulent schemes

Strict, appropriate enforcement under the Act on Specified Commercial Transactions and the Act on the Deposit, etc. Transaction Agreements of Specified Commodities, etc.

Submission of “Bill to Partially Amend the Act on Specified Commercial Transactions, etc. to Prevent Damage to and Promote the Recovery of Consumers” to the 204th ordinary session of the Diet, based on the expert report Study Group on Reform “the Act on Specified Commercial Transactions” and “the Act on the Deposit, etc. Transaction Agreements of Specified Commodities,” etc. (Outline of the bill: P27)

<Sales for deposit schemes are prohibited due to amendment of the Act on the Deposit, etc. Transaction Agreements of Specified Commodities, etc., in principle.>

- There are no records of profit from rentals or operations
- Almost no cases of goods said to have been deposited actually exist
Part 2 Chapter 1 Major consumer policies by the Consumer Affairs Agency (4)

Promotion of policies under the Act on Promotion of Food Loss and Waste Reduction

- The annual amount of food loss and waste is 6 million tons (estimated in FY2018).
- The amount of food loss and waste must be halved by FY 2030, compared with the amount in FY2000 (e.g. Fourth Fundamental Plan for Establishing a Sound Material-Cycle Society).

- Under the Basic Policy on Promotion of Food Loss and Waste Reduction (decided on by Cabinet in March 2020), relevant ministries work together in efforts, including system reviews, to encourage various bodies such as business operators, relevant organizations/industries and consumers to take this “as their own affairs” and take action respectively.
  - Dissemination/promotion of good examples such as the establishment of the “Food Loss and Waste Reduction Promotion Award”
  - Disposal reduction by introducing convenient labelling correction methods in case of violation of the Food Labelling Standard.
  - Donation of storage food for disaster to organizations for food bank activities

Promotion of consumer-oriented management

- Development of a society with consumer-oriented management (aka “sustainable management”) as its basic recognition (from FY2016)
- Promotion of consumer-oriented voluntary declaration and follow-up activities

- Acceleration of promotion activities such as recognizing good examples and promotion of efforts in consumer-oriented management by business operators from the perspective of consumers
- Review of recognition of good examples, conceptual organization of consumer-oriented management and consideration of linkage to finance on which ESG investment and other concepts have been reflected, etc.

〈Three activities in consumer-oriented management〉

- Listen to and leverage everyone’s opinions
- Make efforts for the future and next generation
- Compliance with laws and regulations/Strengthening corporate governance

〈Changes in the number of operators that made a voluntary declaration of consumer-oriented management〉

<table>
<thead>
<tr>
<th>Year (FY)</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies</td>
<td>43</td>
<td>78</td>
<td>101</td>
<td>153</td>
<td>191</td>
</tr>
</tbody>
</table>

〈Award ceremony for “Popular Naming Contest for Best-before-Date” and “Slogan & Photo-Contest for Food Loss and Waste Reduction”〉
Part 2 Chapter 1 Major consumer policies by the Consumer Affairs Agency (5)

Promotion of consumer education for lowering the age of adulthood

- The age of adulthood under the Civil Code will be lowered to 18 on April 1, 2022. (Those aged 18 and 19 will not be able to exercise the right to rescind.)
- The campaign “with all strength for consumer education associated with lowering the age of adulthood”. (Decision by the liaison meeting of 4 relevant ministry’s Director–General regarding the promotion of consumer education for youth, March 2021)

Implementation of multi-layered efforts in collaboration with relevant ministries as well as involving local governments, universities, relevant groups and media, etc as the campaign “with all strength for consumer education associated with lowering the age of adulthood”.
- Education in regards to contracts on consumer’s life family finance management, etc.
- Education contributing to the prevention of damages suffered by consumers.
- Education contributing to the prevention of damages suffered by consumers.
- Those aged 18 and 19 will not be able to exercise the right to rescind.)

○ Figure II-1-5-3 Campaign “All-out Consumer Education to Meet Lowering of Legal Age to Become Adult”

Demonstration of functionality of Consumer Affairs Agency Strategic Headquarters for Frontiers of Consumer Policy

- Consumer Affairs Agency Strategic Headquarters for Frontiers of Consumer Policy was established in Tokushima Prefecture (July 2020) to enhance its functionality as a new permanent base.

○ Figure II-6-5 Organization and Initiatives of the Strategic Headquarters for Frontiers of Consumer Policy

- Further enhancement of functions such as model projects leveraging the demonstration field, consumer policy researches, international operations, etc.
- Implementation of international joint researches so that overseas trends in consumer policies and research outcomes can be utilized in long-term consumer policies.
Submission of the Bill for the Protection of Consumers who use Digital Platforms to the 204th ordinary session of the Diet in March 2021*

* Passed on April 28, 2021

Problems such as the distribution of unsafe products, etc., and difficulty in identifying sellers in resolving disputes exist on “digital platforms” such as online marketplaces. In response to this, a new Bill was prepared to protect consumer interests.

In order to contribute to the optimization of mail-order transactions (Business to Customer transactions) conducted using digital platforms and the promotion of dispute resolution, digital platform providers are obligated to make efforts to implement and disclose an outline of the following measures listed in ① to ③ below (and the Prime Minister draws up guidelines for specific content).

① Measures that enable smooth communication between sellers and consumers
② Implementation of investigations, etc. as necessary of complaints regarding the presentation of sales conditions, etc.
③ Requesting sellers to provide information on their identity as necessary

The Prime Minister requests that digital platform providers remove listings, etc. of unsafe products (*1) when it is difficult to enforce relevant Individual Acts due to reasons such as that the seller cannot be specified (*2)

* Exemption of digital platform provider liability for damages to sellers caused in response to requests

(*1) Products, etc. that have particularly false or misleading information on important particulars on their labelling (those regarding product safety, etc.)
(*2) If the seller can be identified, etc., handling will be in accordance with the Special Commercial Code, etc.

Establishes the right to request the disclosure of seller information as necessary when consumers make a claim for damages, etc.

*1 Digital platform providers are not liable to sellers in responding to requests for disclosure in accordance with appropriate procedures
*2 Not applicable if the amount of damages claimed for is less than a certain amount or the claim has been brought for an unjustifiable purpose

A public-private council consisting of national government agencies, groups consisting of digital platform providers, consumer groups, etc. will be organized to discuss matters that each entity is responsible for handling, such as dealing with malicious sellers.

Establishing of a reporting system in which consumers, etc. can report the risk of damage to consumers and request that the Prime Minister (Consumer Affairs Agency) takes appropriate measures in response to this

* Comes into force as of the date specified by Cabinet Order within one year from the date of promulgation
* The review is to be made in the 3rd year of enforcement of this Bill in light of the status of its enforcement and changes to economic and social conditions.
Submission of “Bill to Partially Amend the Act on Specified Commercial Transactions, etc. to Prevent Damage to and Promote the Recovery of Consumers” to the 204th ordinary session of the Diet in March 2021

Figure II-1-2-4 Outline of “Bill to Partially Amend the Act on Specified Commercial Transactions, etc. to Prevent Damage to and Promote the Recovery of Consumers”

In order to fundamentally strengthen countermeasures against malicious business practices that exploit consumer vulnerabilities and respond to changes in socio-economic conditions under the new normal, institutional reforms promoting fair trade and the prevention of damage to consumers will be implemented through amendment of the Act on Specified Commercial Transactions and the Act on Deposit, etc. Transaction Agreements of Specified Commodities, etc.

Content of major amendments to the Act on Specified Commercial Transactions

1. Countermeasures against "Fraudulent Subscription-Based Business Practices" in Mail Orders
   ○ Direct punishment for indication services as not being subscription-based
   ○ Establishment of a system that allows the cancellation of applications made based on the above indication
   ○ Prohibition of obstructing the cancellation of mail order sales
   ○ Addition of indication and obstruction as above to requests for injunctions by Qualified Consumer Organizations

2. Countermeasures against Negative Option
   ○ Establishing provisions that business who send goods without a contract of sale cannot demand their return, etc. (Currently, consumers can dispose of the product after storing it for 14 days → after the revision, products can be disposed of immediately)

3. Establishing Regulations to Promote the Protection of Consumer Interests
   ○ Possible to notify consumers of cooling-off by electronic methods (by e-mail, etc.) (Same for the Act on Deposit, etc. Transaction Agreements of Specified Commodities, etc.)
   ○ Possible to send contract documents that must be delivered by business operators by electronic methods (by e-mail, etc.) with the consent of consumers (Same for the Act on Deposit, etc. Transaction Agreements of Specified Commodities, etc.)
   ○ Establishment of a system for providing information to foreign law enforcement authorities (Same for the Act on Deposit, etc. Transaction Agreements of Specified Commodities, etc.)
   ○ Strengthening administrative, etc.

Content of major amendments to the Act on Deposit, etc. Transaction Agreements of Specified Commodities, etc.

1. Prohibition of sales for deposit in principle
   ○ In principle, transactions for deposit involving sales are prohibited and penalties will be stipulated
   ○ Establishment of a civil system to void contracts that are illegal in principle
     * Contracts for deposit involving sales: A contract to receive the deposit of goods for a period of 3 months or more and to provide economic benefit in return
     * Under exceptional circumstances, the Consumer Affairs Agency will confirm on an individual basis following strict procedures

2. Expansion of the scope of the Act on the Deposit, etc. Transaction Agreements of Specified Commodities, etc.
   ○ Discontinuation of only listed goods being subject to the current Act on the Deposit, etc. Transaction Agreements of Specified Commodities, etc. (Listed goods, etc. → All goods, etc.)

3. Establishing Regulations to Promote the Protection of Consumer Interests
   ○ Strengthening administrative sanctions, etc.
“Part 2 Chapter 2” describes results of policies implemented by related ministries in FY2020.

Section 1 Preventing consumer harm
1. Ensuring consumer safety
2. Optimizing transactions and product labeling and ensuring consumer opportunities for independent and reasonable selections
3. Promoting policies that are coordinated among relevant government offices to support consumers with weakness, etc.
4. Establishing the framework to process complaints from consumers and settle disputes

Section 2 Promotion of economic/social structural reforms through consumers’ participation, etc. to fair and sustainable society
1. Coordination and cooperation between consumers and business operators that contribute to food loss and waste reduction, etc.
2. Coordination and cooperation between consumers and business operators that contribute to environmental conservation
3. Other coordination and cooperation between consumers and business operators that contribute to development of sustainable consumer society
4. Promotion of voluntary efforts to improve compliance in business activities

Section 3 Practice of “New Lifestyle” Flexible/focused response to other various issues
1. Practice of “New Lifestyle” and response to consumer issues regarding disasters
2. Simultaneous realization of protection and promotion of consumer profits in digital society
3. Response to the globalized development of consumer affairs

Section 4 Promotion of consumer education and providing education to consumers
1. Promotion of consumer education
2. Promotion of enlightenment activities for consumer policies

Section 5 Establishing the structure to promote consumer administration
1. Reflecting consumer opinions/ensuring consumer policy transparency
2. Establishing national systems
3. Establishing local systems