Act for the Protection of Consumers on Digital Platforms

It covers all digital platforms for online transaction, regardless of business size and types of goods or services.

(1) Consumer protection measures to take and disclosure of the outline

• Digital Platforms must endeavor to conduct investigations regarding consumer complaints, identity confirmation of sellers and other required measures.

(2) Request to remove unsafe goods and services

• The Prime Minister (Consumer Affairs Agency) has the authority of the request.

(3) Consumer right to request information disclosure on Business Users

• To the extent necessary for consumers to bring claims of compensation
Regulations of Digital Platforms

1. Regulation of specified digital platform providers (enforcement: Feb. 2021)

2. Amended Regulation regarding e-Commerce for rigorous enforcement (amendment: June 2021)

3. Regulation of ALL Digital Platforms (New Act, promulgation: May 2021)

Consumer Protection Perspective

Competition Policy Perspective