



Consumer concerns: international solutions

The virtual consumer: living online in 2020

BSI Standards e-Conference and awards

17-19 November 2020

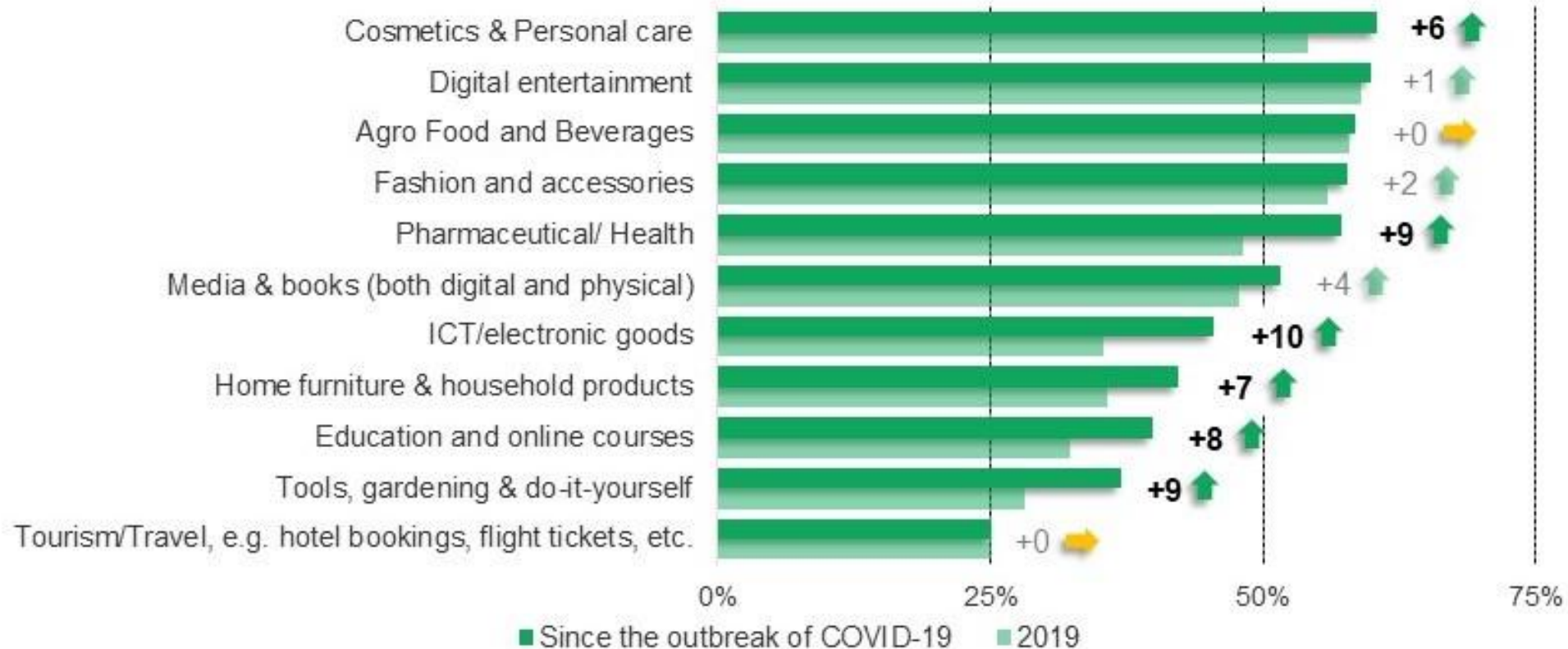
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ISO Committee on consumer policy

(ISO/COPOLCO)

UNCTAD survey shows impact of COVID-19 on online purchasing worldwide

% of active online shoppers conducting at least one online purchase every 2 months.



- Countries: Brazil, China, Germany, Italy, Republic of Korea, Russian Federation, South Africa, Switzerland, Turkey
- Highest growth in developing countries, among women, more educated.
- More than ½ of the 3,700 respondents from 9 countries shop online more frequently
- Transition appears to be permanent.

https://unctad.org/system/files/official-document/dtlstictinf2020d1_en.pdf

Consumer concerns: international solutions

- **Access and inclusion**

ISO 22458, *Guideline for inclusive service: identifying and responding to consumers in vulnerable situations* (CD)

- **Integrity of e-commerce transactions**

- ISO/TC 321, Transaction assurance in e-commerce

- ISO 10008, *Quality management – Customer satisfaction – Guidelines for business-to-consumer electronic commerce transactions* (ISO/TC 176)

- **Informed choice**

- ISO 20488, *Online consumer reviews – Principles and requirements for their collection, moderation and publication*

- ISO 24500, *Sharing economy – Terminology and principles* (CD)

NWI on **trustworthiness, safety requirements, provider verification**