

**Panel 1 - Consumer Rights and Advocacy from ASEAN+3
Consumer Organizations on Digital Economy & Artificial
Intelligence**

Vietnam

Que Anh Pham

AP Research Consults

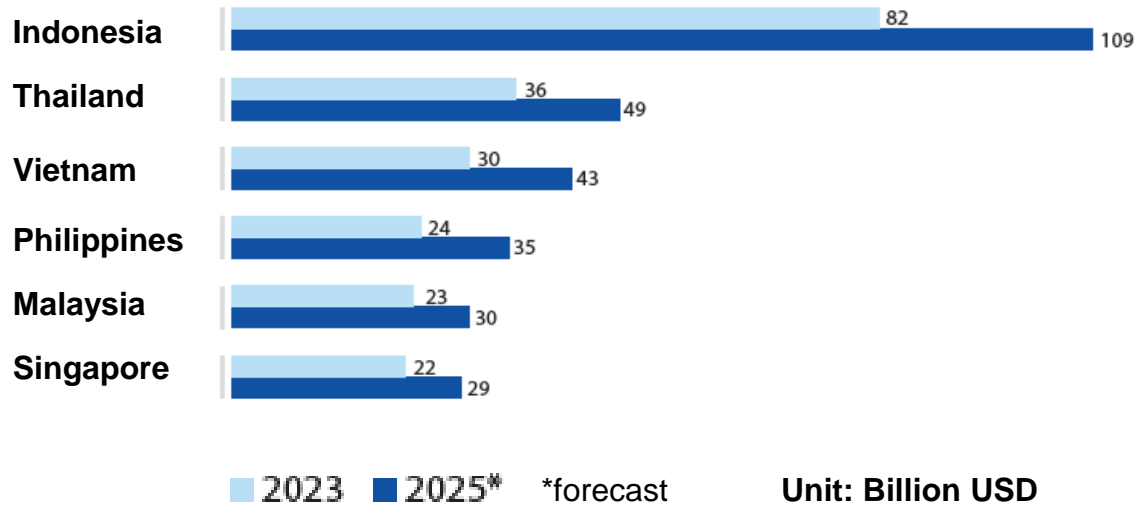
Structure of presentation

- Digital markets
- Digital consumers
- Main challenges
- Regulatory responses
- Other measures



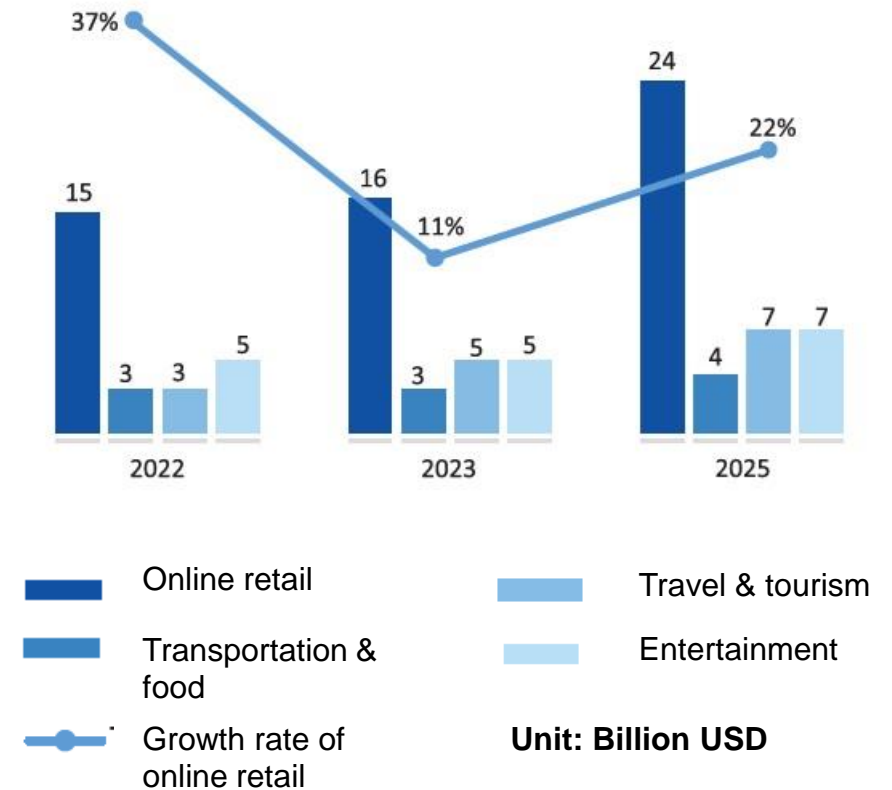
Digital Markets

Size of the digital economy in 2023



Source: White Book on E-commerce, 2023 – Ministry of Industry & Trade of Vietnam

Vietnam's digital markets by turnover



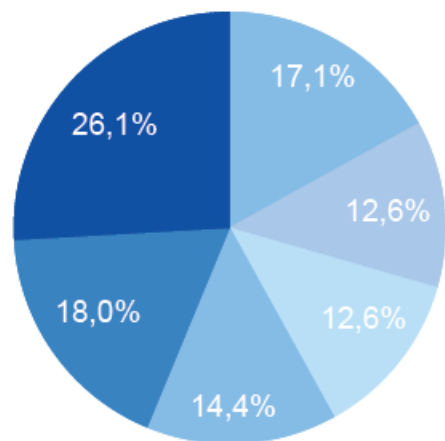
Digital Consumers



Data in 2023
** As estimated by the Ministry of Information & Communications for the first 6 months of 2023*

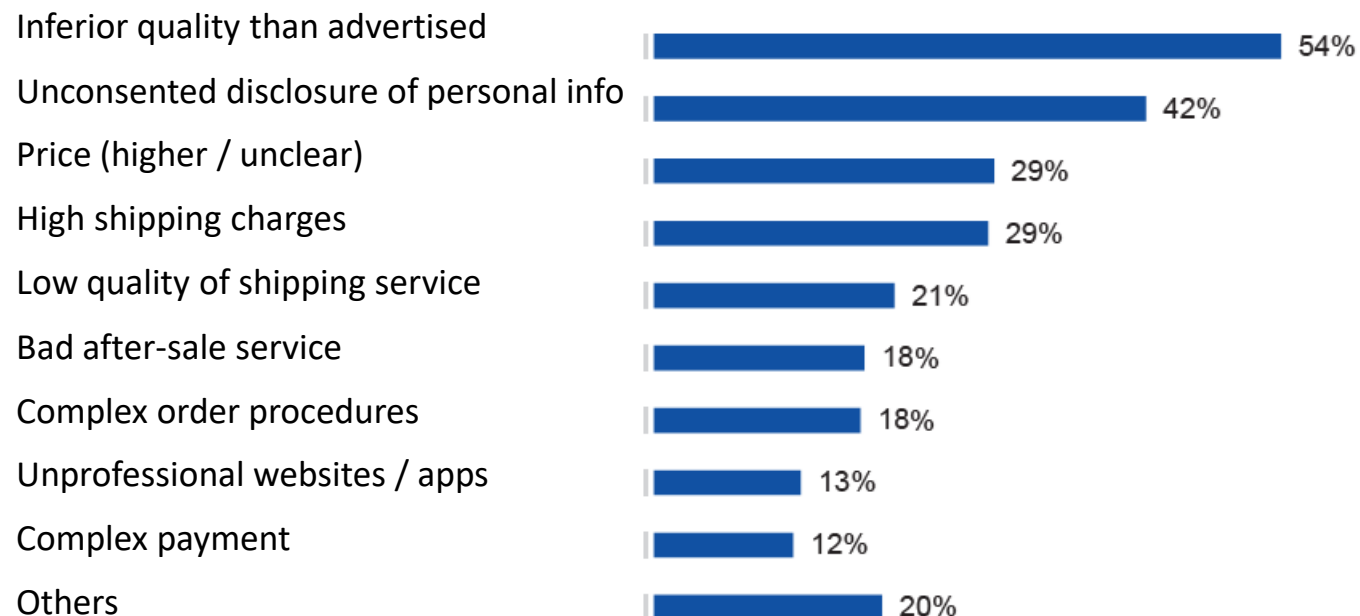
Main challenges reported by consumers

Complaints lodged on the State administration web portal for e-commerce in 2003



- Other behaviours
- Unregistered websites/apps
- Fake registration info
- Trading in fake or prohibited products
- Deceptive payments
- Illegally using the trade names of other websites/apps or businesses

Challenges faced by consumers in online retail – Survey result



In 2023, the Vietnam Competition Council received in total 1,567 consumer complaints and only 5.5% are related to e-commerce (~86 complaints). *(Data obtained directly from the VCC)*

Hotspot: Online scams and frauds using AI-enabled deepfakes

Vietnam+

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Vietnamese loss 16.23 billion USD to online scams

January 8, 2024 at 10:50:00

With the help of technology, scammers tricked Vietnamese out of an average 391.8 trillion VND (16.23 billion USD), or 3.6% of the nation's GDP in 2023, according to the report "The State of Scams in Vietnam" by the Global Anti-Scam Alliance (GASA).

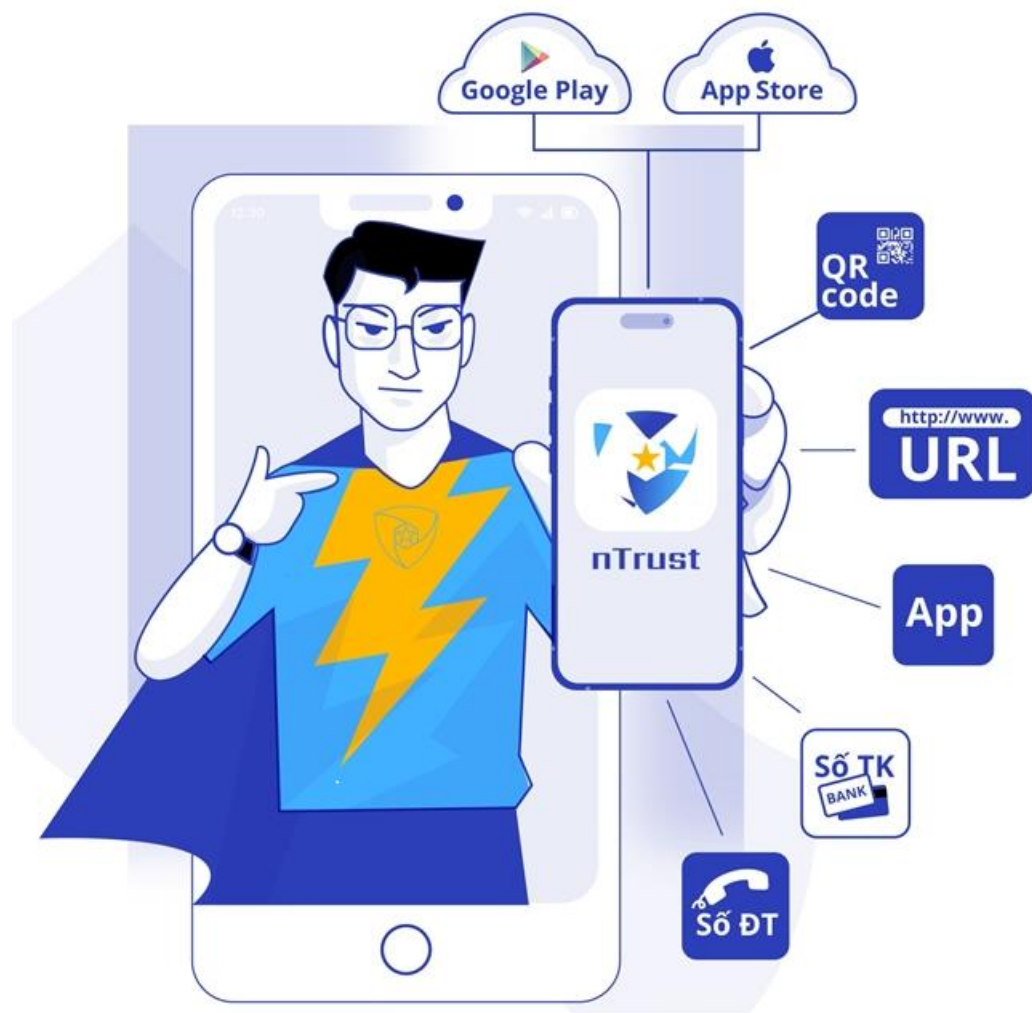
- ❖ Ministry of Public Security prosecuted 1,500 cases of online scams and frauds in 2023, with financial losses totalling at VND 8,000-10,000 billion (approx. US\$318-398 million)
- ❖ Also in 2023, Ministry of Information & Communications reported 17,400 complaints by Internet users, valued at more than VND 300 billion (approx. US\$12 million)
- ❖ There are 24 types of scams prevalent in Vietnam, including brand impersonation, account hacks and other combinations.
- ❖ This is enabled by anonymous SIM cards, unauthorised bank accounts, private data leaks together with the boom of new technologies like AI DeepFake.

Regulatory responses

- Law on Protection of Consumer Rights (Amended, 2023)
 - Categorisation of digital businesses / traders
 - Obligations of digital businesses
 - Obligations of digital intermediary platforms
 - Obligations of large digital intermediary platforms
- Decree No. 13/2023/ND-CP by the Government on Personal Data Protection
 - Definition of core personal data
 - Definition of sensitive personal data
 - Data owner's rights (11) including right to be informed, right to be forgotten, right to complaint and be compensated
 - Impact Assessment Dossier to be maintained at all times
- Draft Law on Digital Technology Industry
 - Legal definition of AI systems
 - Ethical use of AI technologies, prohibition of AI systems that manipulate behaviours, exploit vulnerabilities, or discriminate on the basis of personal characteristics.
 - Introduction of a risk management framework for AI systems, requiring that digital technology products created by AI carry clear identification labels.



Other measures



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June 13, 2024 | 14:30 GMT+7

Improving consumer rights in digital transformation and e-commerce

Phuong Hoa -

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With greater opportunities emerging for businesses and consumers as digital transformation and e-commerce develop rapidly, so do concerns over their associated rights, a recent seminar heard.

