

Hong Kong Consumer Council Report Highlights Trends and Pitfalls in Online Retailing

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Hong Kong Consumer Council

In November 2016, the Hong Kong Consumer Council published an in-depth *study* into online retail in Hong Kong, with particular focus on the airlines & travel, food & beverage, clothing & beauty and computer & electronic products sectors. The study identifies a number of pitfalls in the commercial and legal environment in which online retail is conducted, and makes some important recommendations to the government to review the legal framework.

The study highlights the importance for online businesses to familiarise themselves with the interplay between the various laws applicable to various aspects of online retailing, including in particular **data privacy, trade descriptions, online contracting, competition, and consumer rights** in general. As a good starting point, we recommend online retailers to conduct a **wholesale review** of their online business model, the relevant T&Cs, privacy policy and contracting mechanism.

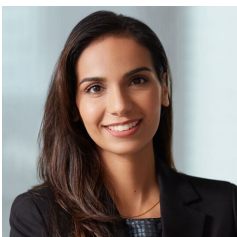
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