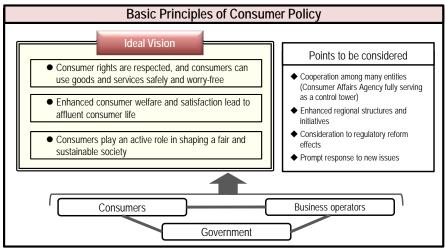
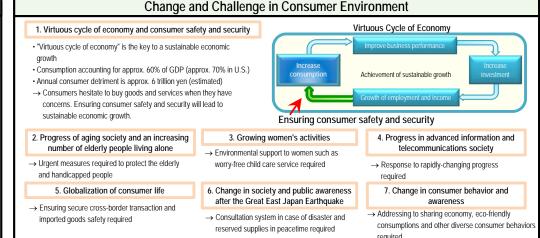
# Outline of the Basic Plan on Consumer Policy







## Outline of the Policy to be addressed in 5 Years

#### 1. Ensure consumer safety

- (1) Prevent accidents
- Provide information on, and regulate the sale of, hazardous substances and goods
- (2) Collect accident information and prevent occurrence/aggravation
- Collect more information from business operators regarding accidents of children/the elderly and call for appropriate attention
- (3) Conduct accident investigations and prevent recurrence
- Strengthen the framework of the Consumer Safety Investigation Commission
- (4) Ensure food safety
- Properly operate manufacturing process management and expand initiatives
- Provide accurate information on food and radioactive substances

- 2. Establish trusted labelling and ensure reliability
- Disseminate and strictly apply the Act against Unjustifiable Premiums and Misleading Representations
- Make business operators to strictly comply with laws and regulations through dissemination activities
- Use the administrative monetary penalty system for strict execution
- (2) Disseminate and improve labelling based on goods/services
- Improve and apply labelling rules for things such as household goods, housing, cosmetic medicine
- (3) Provide appropriate information through food labelling and strictly apply relevant laws and regulations
- · Unify food labelling steadily
- Promote understanding of newly enforced labelling system for functions of foods and conduct further routing.

- 3. Establish proper transactions
- Strictly execute and review cross-sectional laws and regulations
- Review the Specified Commercial Transactions Law and the Consumer Contract Act
- Use the adult guardianship program to protect the rights of the elderly and handicapped people
- (2) Optimize transactions based on goods/services
- $\bullet$  Revise the Telecommunications Business Act
- Consider revising the Installment Sales Act
- Conduct strict measures to prevent detriment by uninvited solicitation of commodity futures
- Encourage notifications of housing for the elderly and consider advance payment
- (3) Optimize transactions in response to information and telecommunications technology progress
- (4) Prevent and crack down on crimes
- Strengthen regulations on special frauds
- Strengtnen regulations on special trauds
  Optimize standards and measuring

- Aim to create a society where consumers play a key role in making choices and taking actions
- (1) Ensure policy transparency and reflect consumer opinions
- (2) Promote consumer education
- Offer systematic consumer education based on life stages
- Consider revising the teaching guidelines
- Support establishing regional committees
- (3) Support and promote initiatives of consumer groups business operators and trade associations
- Support consumer group activities
- Promote consumer-oriented management
- (4) Promote fair and free competition and ensure proper public utility pricing
- (5) Promote eco-friendly consumer behaviors

- 5. Establish a framework for consumer redress for damage and profit protection
- (1) Promote redress for damage, complaint handling, and conflict resolution
- Consider supporting Qualified Consumer
  Organizations financially and other means
- Consider building a system to deprive illicit proceeds and redress victims
- Encourage the use of the alternative dispute resolution (ADR) based on goods/services
- (2) Address progress in advanced information and telecommunications society
- Review the system to protect personal data
- (3) Respond to globalization
- Enhance the consultation system for cross-border transaction troubles
- Strengthen consultation services for foreign consumers

- 6. Improve the system for consumer policy
- (1) Enhance and strengthen the organizational structure of the government
- Enhance the systems of the Consumer Affairs Agency, the Consumer Commission, and relevant ministries and agencies, as well as share information and strengthen cooperation among the graphizations
- Strengthen the National Consumer Affairs Center consultation support function
- (2) Improve regional systems
- Improve the system to provide quality consultation services for everyone regardless of place of residence
- Promote networks to "watch over" demented elderly people
- Secure human resources for consumer affairs consultants and their better treatment
- Promote public awareness on the Consumer Hotline number (188)
- \* Key Performance Indicator (KPI) is set to each item (1), (2), ... KPI is set based on (1) status on laws, regulations and quidelines establishment and review, (2) status on public awareness, (3) status on progress of each policy and (4) the number and contents of consumer consultation cases.

### Effective Implementation of the Plan

### O Create a process sheet

- · Clarify initiatives to be implemented in 5 years
- · Crystallize indexes (KPI) for each measure to identify the effects
- · Ministries and agencies steadily and actively implement the measures described in the process sheet
- [Verify, evaluate and monitor the implementation status]
- · Summarize the implementation status each fiscal year
- The Consumer Commission and the Consumer Policy Council verify and evaluate the status



- [Review]
- The process sheet is revised once a year
- The plan is revised if a significant change occurs in environment, issues, and measures need to be taken