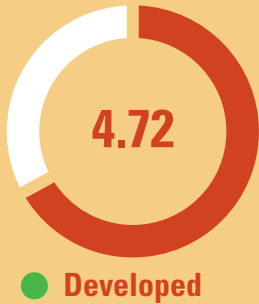




ARAB BUSINESS LEGISLATIVE FRAMEWORKS

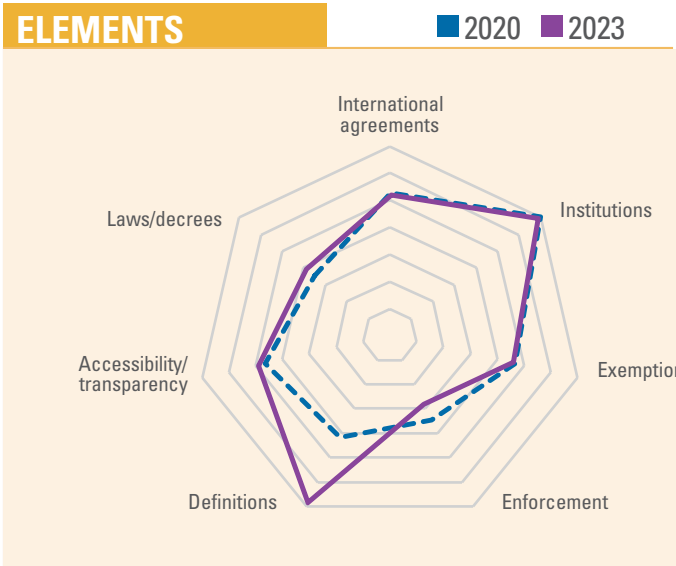
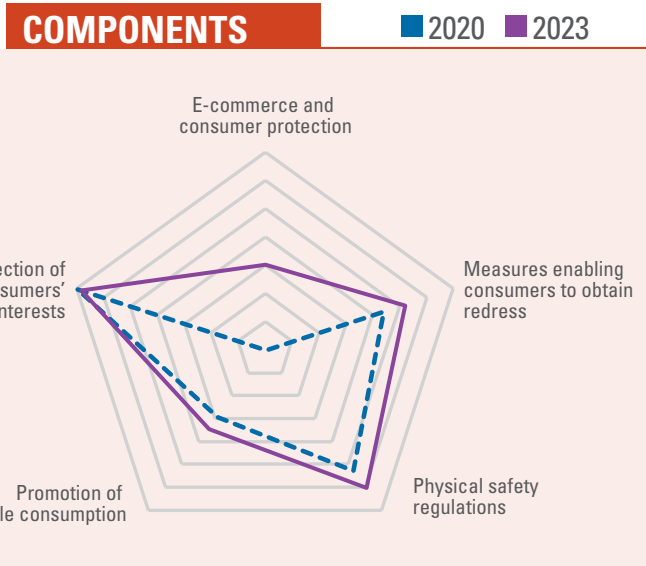


CONSUMER PROTECTION



● Very weak ● Weak ● Basic ● Moderate ● Developed ● Strong ● Very strong

COMPONENTS	2020	2023
E-commerce and consumer protection	—	● 3.11
Measures enabling consumers to obtain redress	● 4.38	● 5.25 ▲
Physical safety regulations	● 5.25	● 6.13 ▲
Promotion of sustainable consumption	● 2.92	● 3.50 ▲
Protection of consumers' economic interests	● 7.00	● 7.00 ▶



In 2017, Jordan has adopted its Consumer Protection Law No. 7/2017 which emphasized product conditions in the market, enabled consumers to obtain redress, and established a strong sanction regime for deterrence.



Physical safety regulations

Article 6(A) of the consumer protection law defines goods and products as defective if they do not fulfil safety criteria or if their performance or quality does not match what is declared about them, etc. Moreover, article 6(B) stipulates that if suppliers provide incorrect information regarding the product or conceal relevant information about the product, then they are in breach of their contractual commitments. The physical safety of products is guaranteed by the Jordan Food and Drug Administration Law No. 41/2008 which aims to guarantee the safety and quality of food and its suitability for human consumption and the effectiveness, quality and safety of medicine and related materials through the enforcement of control systems based on scientific foundations and international standards.

Articles 9, and 10 establish a consumer protection council and list the prerogatives of that council. These prerogatives include providing advice and recommendations regarding consumer protection policies and opinions on draft laws and building awareness on consumer rights. The council is also empowered to monitor compliance with the consumer protection law, receive complaints from consumers or from associations on their behalf, and report to the competent authorities any action that constitutes a breach of the legislation. It is worth noting that the Jordan Food and Drug Administration has been also established.

Importantly, the law allows for no exemptions. The only exception is in article 13, where it is mentioned that legal liability is considered extinguished if the supplier settles the infringement before referring to the competent court.



Protection of consumers' economic interests

Articles 3 and 8 of the consumer protection law guarantee consumer rights, which include getting products and services without harming their interests, receiving clear and accurate information on the product and its supplier, and receiving receipts for the purchase, etc.

Article 5 stipulates the duties incumbent on suppliers, such as ensuring the provision of post-sale services. Also, pursuant to article 21, any clause or contract that restricts the protection of consumers or exempts providers from its responsibilities is null and void.

Finally, according to article 13, the consumer protection directorate has the power to notify suppliers about infringements in order to settle them. Fines are imposed and infringements are referred to competent courts if the party that commits the infringement does not settle them or if the impact of the action is severe. Finally, according to article 22, the court has the power to invalidate any arbitrary conditions in a contract between a supplier and a consumer.



Measures enabling consumers to obtain redress

Article 7 guarantees the right of consumers to obtain redress and imposes on suppliers to accept the return of products and the payment of a refund, or to pay an amount of money that is equivalent to the damages, and addressing the problem after receiving the written consent of the consumer. It is worth noting that there is no exemption regarding enabling consumers to obtain redress.

Article 11(b) enables consumers to present complaints to the authority regarding infringements. Also, pursuant to article 12, officers of the consumer protection directorate are qualified as judiciary police. As for article 23, it considers consumer protection cases, whether civil or penal, as urgent (and the same applies for the enforcement of verdicts).

Finally, articles 14 and 15 allow the establishment of consumer protection associations and define their roles,

which include safeguarding consumer interests, studying product prices, and reporting problems and infringements.



Promotion of sustainable consumption

The only article that targets the sustainable consumption subject is article 16(b-4). Pursuant to this article, the

syndicate of consumer protection associations has a role to contribute to sustainable consumption.



E-commerce and consumer protection

The adopted consumer protection law of 2017 in Jordan is enforced on online transactions. Hence, provisions guaranteeing the right of consumers (article 3), imposing

duties on suppliers, stating the sanction regime, and treating misinformation (article 8) are enforced on transactions and operations accomplished by consumers online.

RECOMMENDATIONS

- To strengthen coordination mechanisms between the national consumer protection authority and other administrative authorities such as the competition, public health, customs, trade, and environmental authorities.
- To develop more policies and legal provisions that tackle sustainable consumption, including consumer activities, duties on manufacturers, and a specific sanction regime.
- To further develop e-commerce practices and the protection of consumers in the digital market through a separate chapter in the law.
- To strengthen coordination and the establishment of agreements with regional and global consumer protection authorities to deter cross-border unfair practices that may be harmful to consumers.

