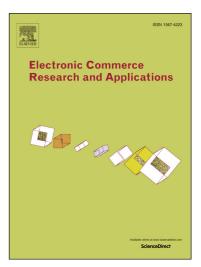
# Accepted Manuscript

Does self-regulation provide legal protection and security to e-commerce consumers?

Djumadi, Abdul Halim Barkatullah

PII:	S1567-4223(18)30056-5
DOI:	https://doi.org/10.1016/j.elerap.2018.05.008
Reference:	ELERAP 796
To appear in:	Electronic Commerce Research and Applications
Received Date:	17 May 2018
Revised Date:	17 May 2018
Accepted Date:	17 May 2018



Please cite this article as: Djumadi, A.H. Barkatullah, Does self-regulation provide legal protection and security to e-commerce consumers?, *Electronic Commerce Research and Applications* (2018), doi: https://doi.org/10.1016/j.elerap.2018.05.008

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

## DOES SELF-REGULATION PROVIDE LEGAL PROTECTION AND SECURITY TO E-COMMERCE CONSUMERS?

#### Djumadi, Abdul Halim Barkatullah (contact author)

Faculty of Law, Universitas Lambung Mangkurat Jl. H. Hasan Basry, Banjarmasin 70124 South Kalimantan, Indonesia halim.ulmbjm@gmail.com

Last revised: May 18, 2018

## ABSTRACT

The development of e-commerce has reformed traditional commerce, subjecting consumers in ecommerce transactions to greater risks, while offering only a weak bargaining position when it comes to their rights. This study analyzes self-regulation as an effective means for providing legal protection and consumer security in e-commerce transactions. Using the normative legal research method, the study shows there is a difference between the United States and the European Union in the application of self-regulation. The United States focuses on a model of self-regulation, while the European Union places more emphasis on the United State's role through legislation that provides legal protection for e-commerce consumers, and Indonesia has not yet specifically regulated the protection of data privacy or used self-regulation in ecommerce transactions. Self-regulation by business actors is urgent to ensure consumer rights in e-commerce transactions are fulfilled. The findings suggest an effective model for implementing self-regulation marries the existing systems in the United States and the European Union.

**Keywords:** Consumer security; country analysis; customer privacy; data protection; ecommerce; European Union; Indonesia; legal issues; self-regulation; United States

Acknowledgments. We are grateful to the Faculty of Law Universitas Lambung Mangkurat Banjarmasin for providing financial support under grant number 2016-111-000. We thank the Dean and Head of the Department of Law for their support for our research activity.

Download English Version:

# https://daneshyari.com/en/article/6854004

Download Persian Version:

https://daneshyari.com/article/6854004

Daneshyari.com