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ABOUT THE PLATFORM ecommerce4all.eu

The ecommerce4all.eu platform is a resource and information center on key e-commerce aspects for all CEFTA markets (Albania, Bosnia and Herzegovina, N. Macedonia, Moldova, Montenegro, Serbia, and Kosovo*). The web platform consists of relevant e-commerce data and resources, including basic e-commerce data, interactive graphs, and data on CEFTA e-commerce market development, as well as data on key aspects of doing business in e-commerce.

The data on key aspects of doing business in e-commerce is structured in five modules: e-commerce data, regulation, payment, delivery, and e-commerce success stories in all CEFTA markets. Each of these modules will contain relevant market-specific information, tutorials, manuals, topic-related documents, and video presentations, except for the first module "e-commerce data" which is meant to present the state of e-commerce in all CEFTA markets through statistics and data on the development of the e-commerce markets (interactive graphs of the state of e-commerce in each market and comparisons of e.g. customers, payment cards, digital skills, UNCTAD B2C e-commerce readiness index and other relevant Eurostat data). All data will be presented in both the local language of each of the CEFTA markets and in English.

The platform is supported by the Open Regional Fund for South – East Europe – Foreign Trade project, implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the European Union and the German Federal Ministry for Economic Cooperation and Development (BMZ).

^{*}This designation is without prejudice to positions on status and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo declaration of independence

PROTECTION OF PERSONAL DATA

Consumers have a range of rights to their purchases that should regulate these business processes. In order to protect your personal interests from any online shopping, we will provide you in a simple and practical way the tools that should guarantee these online operations.

THE RIGHT TO MAKE A SAFE AND RELIABLE PURCHASE

One of the aspects that generates the most controversy in online sales is related to the means of payment. Usually, virtual stores offer several alternatives to perform this action. They do not have to impose any specifics on you, but the current legislation protects you so that you can choose the payment method that best suits your personal characteristics. The payment process, on the other hand, must have special vigilance at the time of making the move to the account. When you should never miss out on some of these actions from the company website:

Have a safety certificate that approves the operation without any problems. Because unfortunately, you can find stores that do not offer this guarantee.

Check that the website has an activated block in the address bar. It is very easy to detect and will be the best sign that the whole process is going as you expected from the beginning.

A little trick to show that you are dealing with a secure domain consists of the store address. It should start with https: it will be the best way for you to know that you are not in front of an illegal or fraudulent store.

If you see that where you are going to buy offers all these signals, you will be in perfect condition to make the purchase without any kind of risks or incidents that may affect the purchase of any commercial product.



PRODUCT WARRANTY

You may not know it, but both physical and online purchases offer you a commercial warranty. For all types of products or services that will be automatically executed in the client file. In any case, it may happen that some stores give you the opportunity not to have this warranty in exchange for a small discount on the item.

This will be a decision that will depend entirely on your personal interests. Due to any incident, technical and logistical, it will not offer you any protection against incidents that may occur during the purchase.

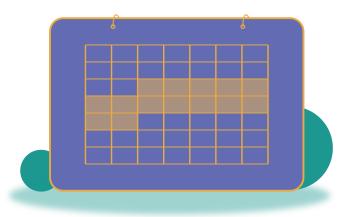
It is always convenient to take advantage of this clause to avoid unexpected situations on the part of customers. Especially, for purchases of products abroad or simply because they are very complex in their repair. It is a right that is also provided for by current consumer legislation.

MAXIMUM RETURN PERIOD

The Albanian government is committed to consumer protection and the provision of the highest quality services, such as those provided by the government itself, but also by the private sector.

The law on electronic commerce includes consumer protection, with some clarifications that must have contracts of this type of trading, in order for the consumer when buying a product or service online to be protected. Specifically, it concerns the specification of the period of return of goods, which is 14 days from the day the consumer receives the goods at home. So, the consumer has the right for 14 days to return this product.

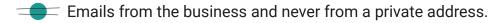
With one small change and that is that if is as a result of a technical incident or product malfunction, the operation will not cost you any euros. Nor in the transportation costs generated by this change. Unless the online store specifies another action on its website. In order not to get any negative surprises, you will have no choice but to check the terms of this trading operation





GET PERSONALIZED INFORMATION

Another right that users have, although in this case, with greater complexity in its implementation, is that which is directly related to the ability to receive personalized attention. In this sense, current regulations in the e-commerce sector open up the possibility for customers to contact the digital store. For this reason, this business class should include one or more of the following contacts on their websites:



==== Fixed or mobile phone number within the national territory.

Other forms of personal communication: social networks, face-to-face offices, etc.

So they can be used by customers to establish direct communication or to directly generate a faster response from the company.

If for any reason, this information is not present, you will need to be skeptical of its intentions. Or at least for violating some of the rights that consumers have.

The decision also applies to payment services. "Last year there was a change in the law of payments and through this draft decision it is specified and there is a higher security in the customer payment service."





















