



NEWSLETTER | JULY - SEPT. / 2021

NEWSLETTER DEPUTY SUPERINTENDENCE FOR CONSUMER PROTECTION

SUPERINTENDENCE OF INDUSTRY AND COMMERCE FINES MOVISTAR FOR MISLEADING ADVERTISING

The Superintendence of Industry and Commerce (SIC) of Colombia, in its role as National Authority for Consumer Protection, imposed a fine of 98,000 USD on MOVISTAR COLOMBIA, after verifying that there was insufficient information regarding the validity of the benefits and the capacity of the free services offered in the advertising pieces of the campaign "PREPAGO TODO EN UNO", and also incurred in misleading advertising regarding the duplication of megabytes offered in the aforementioned plan.

The messages issued by the company misled, deceived and/or confused users of the mobile phone service in the "prepago" mode, as they did not contain clear, truthful, sufficient, timely, verifiable, understandable, accurate and suitable information.

Similarly, the SIC warned that the mere publication of the terms and conditions on MOVISTAR's website is not enough, because although it is a valid way to provide information, it does not replace the advertiser's obligation to include all essential and relevant information in their advertising campaigns.



COLOMBIA SIGNS AGREEMENT WITH MERCADOLIBRE TO FIGHT AGAINST UNSAFE PRODUCTS



Faced with the challenges of regulation and consumer protection that electronic commerce represents, the Superintendence of Industry and Commerce (SIC) and MERCADOLIBRE COLOMBIA signed a "Framework Agreement of Willingness" to share information on unsafe products and establish communication and feedback channels that allow to know the consumer's experience and prevent risky goods and services to be marketed on said website.

The SIC continues to hold conversations with other electronic portals that decide to join this collaborative work and thus guarantee the safety of consumers in digital markets.

SIC SANCTIONED COLOMBIAN INFLUENCER FOR MISLEADING ADVERTISING REGARDING ALLEGED RAPID TESTING OF COVID-19

The model and influencer ELIBETH LOAIZA JUNCA was sanctioned by the Consumer Protection Investigations Directorate of the Superintendence of Industry and Commerce (SIC) with 35 thousand USD, after it was demonstrated, through a sanctioning administrative procedure, that the statements regarding the sanitary registry of the product "ProMed Covid 19 Rapid Test", published on the social network Instagram, were misleading advertising, thus violating the Colombian Consumer Statute.



COLOMBIA EXPOSED THE TRENDS AND CHALLENGES THAT THE PANDEMIC HAS LEFT REGARDING CONSUMER PROTECTION

The Intergovernmental Group of Experts (IGE) on Consumer Protection Law and Policy is a permanent body of UNCTAD created under the United Nations Guidelines for Consumer Protection, the purpose of which is to monitor the application of the guidelines and its periodic update, provide a consultative forum, as well as produce research and studies, among others.

In July 2021, the Fifth Session of this important scenario took place, in which the Deputy Superintendent for Consumer Protection, María Carolina Corcione, spoke about the trends and challenges that the COVID-19 pandemic has left us in terms of consumer protection.

THE SIC CARRIED OUT THE "VI INTERNATIONAL CONGRESS ON THE PROTECTION OF USERS OF TELECOMMUNICATIONS SERVICES"

The Deputy Superintendence for Consumer Protection of the Superintendence of Industry and Commerce (SIC) of Colombia held the "VI International Congress on the Protection of the Rights of Users of Communications Services: Challenges of protecting the user of ICT: the need for prevention, information and clear language", a scenario of dialogue and pedagogy between Colombian authorities that also involves citizens, academia, industry and consultants, both national and international.



These congresses seek to implement best practices, present the balance of the actions of the SIC and address, from different perspectives, different topics of interest and current affairs regarding the protection of ICT users.