

## 《315消费者权益保障日英文报道》

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China first introduced its Consumer Protection Law in 1993. Twenty years later, in 2013, the law's first revision was made. The amended law takes effect today. The new version has made improvements in a number of areas.

The new law sets regulations on the e-commerce industry, for the first time. It allows consumers the right to return goods they bought via the Internet, television, telephone or mail orders within seven days from the date of receipt.

It specifies that the delivery fees for returning the product shall be borne by the consumer. And the consumers should be paid back within seven days after the seller receives the returned goods. This is known as the "seven-day unconditional return".

The new amendment also rules that advertising agents and e-trade platforms should bear joint liability if their products are proven to harm consumers. Also, organizations and individuals that endorse those goods and services will share responsibility as well. That means celebrities could be liable for false advertising.

The World Consumer Rights Day was founded on March 15, 1983. Every year on this day, consumer organisations around the world host local initiatives to bring awareness to consumer rights.

China's own consumer rights organization was founded in 1984, and since 1991, China Central Television has aired a special program on March 15 to expose inferior products and services, and help grow consumers' awareness of their rights.

In the past few years, this special program has exposed big names in the likes of McDonald's, Carrefour, P&G, Gome, and China Unicom.