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B to C electronic commerce is mostly conducted by Internet. Among the responses to consumer disputes, legislative, judicial measures and self-help measures are considered herein. Considering the characteristics of Internet, i. e., openness, borderlessness and anonymity, coordination of these measures is necessary. Especially international cooperation is imperative for the development and regulation of Internet transactions. Internet consumers must be treated equally wherever they live.

Thus a new across-the-board approach rather than the traditional sector-to-sector cooperation should be adopted. This approach should include unification and mutual recognition of consumer protection measures. Procedural rules on jurisdiction and judgments and standing to sue should also be included.

キーワード: 紛争解決、電子商取引、消費者、インターネット、国際共助

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