

2,500 COMPLAINTS MONTHLY

'E-commerce fraud on the rise'

KUALA LUMPUR: The Domestic Trade, Cooperatives and Consumerism Ministry said it had been receiving 2,500 complaints monthly, with an average of 26.2 per cent involving e-commerce, particularly on fraudulent online retail.

Minister Datuk Seri Saifuddin Nasution Ismail said the number of complaints had risen steadily.

"Some of the online frauds include items that did not reach buyers, items that are not as advertised, and delivery of different items as well as damaged goods."

Saifuddin said the idea behind e-commerce was to offer super great deals and provide ease of purchase for the consumers.

If online frauds were not curtailed, they might affect consumers' confidence, he added.

"On the ministry's part, we have published two guidelines, namely the 'Consumer's Guide in Conducting Electronic Transactions' and the 'Seller's Guide on e-Commerce Business' as a reference for consumers and sellers alike on how to min-

imise online transaction risks, and the laws and regulations that online merchants must follow," he said at the Lazada Wecommerce Satellite Tradeshow, here, yesterday.



*Datuk Seri Saifuddin
Nasution Ismail*

Saifuddin said through the Companies Commission of Malaysia (SSM), the ministry had introduced SSM BizTrust, a digital certification that validated online business entity with proper criteria, such as business registration, online security and privacy protection.

This is to help users conduct safe online transactions and prevent them from becoming victims of frauds.

"Consumers must also play their part by being vigilant against online frauds and report any suspicious behaviours to the respective e-commerce platforms or the ministry," he said.

The event saw the signing of a partnership between Southeast Asian e-commerce giant Lazada Malaysia and the ministry to support the growth and digital acceleration among small and medium enterprises.

Azanis Shahila Aman