

ANNEX A

Information on TR 76 on Guidelines for Electronic Commerce Transactions

TR 76 covers the end-to-end process of e-commerce transactions, extending from pre-purchase activities, to purchasing and payment procedures, and lastly to post-purchase activities. The guidelines also cover best practices on customer support and managing relations amongst e-marketplaces, merchants and consumers.

	Examples from TR 76 (<i>Non-exhaustive</i>)
Pre-purchase	TR 76 details the information that should be clearly displayed on e-commerce platforms. This includes information on (a) the organisation, (b) the products and services, and (c) the transaction.
Purchase	<p>TR 76 states that e-marketplaces and e-retailers should ensure information regarding products and services placed in the shopping cart are listed clearly.</p> <p>For example, this includes the (a) name, description, quantity, availability, and price of the product and/or service, (b) product warranty and its validity period (if applicable), (c) applicable taxes, such as Goods and Services Tax (GST) or import/export fees, (d) modes of payment, (e) delivery options, fees, and estimated delivery date, (f) amount, frequency and expenses arising from recurring charges (if applicable), (g) free gifts or purchase-with-purchase entitlements with this product (if applicable), and (h) additional surcharges based on the selected payment mode etc. (<i>Non-exhaustive</i>)</p>
Post-purchase	<p>TR 76 covers various considerations within the scope of delivery, including (a) delivery time, (b) product handling during delivery, (c) payment on delivery, (d) self-collection, (e) delivery information, (f) proof of delivery, and (g) failed delivery.</p> <p>These may include e-marketplaces and e-retailers working with third-party logistics service providers to fulfil the delivery of products and services purchased.</p>
Customer Support	TR 76 details how e-marketplaces and e-retailers should put up information relating to terms and conditions, frequently asked questions, and mechanisms to manage interactions with customers. These include mechanisms to handle (a) general enquiry, (b) feedback, and (c) complaints, as well as resolve disputes related to e-commerce transactions.
Merchant Verification (<i>applicable to e-marketplaces</i>)	TR 76 lists guidelines for e-marketplaces to put in place strong internal processes and controls to manage trust between the marketplace, merchants, and customers.