

Law on Protection of Consumer Rights (Vietnam – Law No. 59/2010/QH12)

Information Notice

Introduction

This information notice provides a simplified overview of Vietnam's Law on Protection of Consumer Rights (Law No. 59/2010/QH12). It explains how consumer rights are protected, what responsibilities businesses must follow, and how consumers may seek assistance or resolution when issues arise. The purpose of this notice is to help consumers understand their rights when using goods and services in Vietnam.

1. Scope of Application

Law No. 59/2010/QH12 applies to all individuals and organizations involved in producing, distributing, or providing goods and services to consumers within Vietnam. The law ensures that consumers receive safe products, truthful information, and fair treatment throughout the transaction process.

2. Consumer Rights

Consumers are entitled to the following rights under the law:

Right to Safety

Consumers must be protected from goods or services that may cause harm to health, life, or property.

Right to Information

Consumers have the right to receive accurate, complete, and truthful information about goods and services, including prices, features, usage instructions, and potential risks.

Right to Choose

Consumers may freely select goods and services without coercion, misleading promotions, or forced bundling.

Right to Representation

Consumers may participate in consumer protection activities through recognized organizations.

Right to Complaint and Compensation

Consumers may file complaints and receive compensation if goods or services cause damage or fail to meet standards.

3. Responsibilities of Business Organizations

Businesses providing goods or services must:

- Provide truthful and complete information
- Ensure product and service safety
- Use clear and transparent contract terms

- Establish complaint-handling mechanisms
- Conduct recalls of unsafe or defective goods
- Protect consumer data and confidentiality

These responsibilities ensure fairness, transparency, and accountability in commercial transactions.

4. Prohibited Practices

The law strictly prohibits:

- Misleading or false advertising
- Coercive or deceptive sales practices
- Concealing important information
- Harassing or pressuring consumers
- Providing unsafe or non-compliant goods
- Using consumer information without consent

Violations may result in administrative, civil, or criminal penalties.

5. Complaint & Dispute Resolution

Consumers may resolve disputes through the following mechanisms:

- **Self-negotiation** between consumer and business
- **Mediation** through authorized organizations
- **Arbitration** under commercial arbitration rules
- **Court proceedings** when other methods are unsuccessful

These mechanisms ensure that consumers have accessible options for resolving issues.

6. Responsibilities of State Authorities

Government agencies are responsible for:

- Inspecting and enforcing compliance
- Handling violations
- Educating consumers
- Coordinating with consumer protection organizations

This ensures that consumer rights are upheld nationwide.

7. Penalties for Violations

Businesses that violate consumer protection laws may face:

- Administrative fines
- Compensation requirements
- Suspension of operations
- Criminal liability for severe violations affecting health or safety

8. Effective Date

Law No. 59/2010/QH12 took effect on **01 July 2011**. All previous regulations inconsistent with this law were amended or replaced.

Conclusion

Vietnam's Law on Protection of Consumer Rights provides a comprehensive framework to ensure that consumers are treated fairly, receive safe products, and have access to clear information and effective dispute-resolution mechanisms. Businesses operating in Vietnam must comply with these requirements to maintain transparency, accountability, and consumer trust.