



ཉོ་སྤྱོད་ཉན་སྲུང་ཡིག་ཚང་འབྲུག་རྒྱལ་ཁབ་ལྷན་ཁག  
དབང་ཕྱེད་འབྲུག་གཞི་རིམ་སྲུང་སྐྱོབ་ལྷན་ཁག

Office of Consumer Protection  
Ministry of Economic Affairs  
Royal Government of Bhutan  
Thimphu



## E-COMMERCE BUSINESS

### 1. What is an e-commerce business?

- The Guideline on E-commerce, 2019, defines e-commerce as “transactions of goods or services through the internet, mobile devices and information networks”.

### 2. Does a license is required to operate an e-commerce business in Bhutan?

- A person wishing to do e-commerce business in Bhutan is required to obtain a license to operate from the Ministry of Economic Affairs.

### 3. What are the obligations of e-commerce operators in Bhutan?

All e-commerce business entities must:

- Comply with requirements outlined in the Guideline on E-commerce, 2019 and all relevant business rules and regulations in the country.
- Avoid misleading representation of goods or services, misleading indication of prices or other dubious practices that are detrimental to consumers.
- Provide clear information about the goods and services including associated fees and other terms and conditions (such as product warranty if offered), to equip consumers to make informed decision.

- Avoid making any false, misleading or unsubstantiated claims about the benefits of the product or service on offer.

- Provide any additional information regarding the product or service requested by a consumer.

- Fulfill all the terms and conditions associated with the business – offer the right product or service at the indicated price within the specified date – at no additional cost.

- Offer replacements at the soonest at no extra cost or offer immediate reimbursement, in the event goods are damaged during handling and transportation, prior to delivery to the consumer.

### 4. What should consumers beware when buying on-line?

- Always do business only with registered and reliable e-commerce business entities.

- Always study the product or service offered and their terms and conditions (costs including delivery, delivery time, payment mode, insurance, warranty, replacement/ reimbursement if goods are

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damaged, etc.) in full detail and do not hesitate to ask for clarification or more information.

- Compare prices and other terms of offer with other on-line businesses before making a purchase decision.
- Goods can look deceiving on the internet. Always check the goods thoroughly - be it design, colour, size, volume, weight, brand, etc. before deciding.