



มหาวิทยาลัยราชภัฏนครปฐม



Chapter 10

Laws, Ethics, and Related Issues in E- Commerce

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Introduction

- The rapid growth of e-commerce in Thailand over the past two decades.
- Key factors: Internet penetration, government policies, digital payments.
- This presentation covers legal frameworks, ethical considerations, and cybersecurity issues.



Growth of E-Commerce in Thailand

- Early e-commerce pioneers: Tarad.com (2004).
- COVID-19 pandemic accelerated digital transformation.
- Expansion from urban areas to rural regions due to mobile penetration.



Key Laws Governing

- Electronic Transactions Act (2001)
- Computer Crimes Act (2007, revised 2017)
- Electronic Commerce Act (2008)
- Personal Data Protection Act (PDPA, 2019)
- Cybersecurity Act (2019)



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Electronic Transactions Act (2001)

- Recognizes electronic documents and e-signatures as legally valid.
- Ensures security in digital transactions.
- Supports e-commerce by establishing trust in digital contracts.



Computer Crimes Act (2007, Revised 2017)

- Regulates cybercrimes such as hacking, fraud, and misinformation.
- Key provisions:
 - Unauthorized system access
 - Data modification and destruction
 - Dissemination of false information
- Penalties include fines and imprisonment.



Electronic Commerce Act (2008)

- Governs online business activities.
- Establishes legal standards for online contracts.
- Protects consumers from fraudulent transactions.
- Supports the digital economy.

Personal Data Protection Act (PDPA, 2019)



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- Thailand's equivalent to the EU's GDPR.
 - Ensures data privacy and security for consumers.
 - Key rights:
 - Right to access and correct personal data
 - Right to request data deletion
 - Right to be informed about data usage
 - Non-compliance results in heavy fines and legal actions.



Cybersecurity Act (2019)

- Protects critical information infrastructure.
- Divides cyber threats into three levels: General, Severe, and Critical.
- Establishes regulatory agencies for cybersecurity.
- Grants emergency powers to authorities to prevent cyberattacks.



Ethical Considerations in E-Commerce

- Transparency: Clear product descriptions, honest advertising.
- Consumer Rights: Fair pricing, return policies, data protection.
- Corporate Responsibility: Sustainable business practices.
- Data Security: Ensuring customer information is well-protected.

Common Ethical Issues in Online Business



- False Advertising: Misleading product descriptions.
- Unfair Pricing: Hidden fees, price discrimination.
- Consumer Data Exploitation: Selling user data without consent.
- Unethical Marketing: Spamming, aggressive upselling.



Business Ethics in E-Commerce

- Integrity: Providing accurate product information.
- Respect for Consumer Privacy: Adhering to PDPA guidelines.
- Fair Competition: Avoiding monopolistic practices.
- Corporate Social Responsibility (CSR): Supporting sustainable development.

The Role of Government and Regulatory Bodies



- Electronic Transactions Development Agency (ETDA): Oversees digital commerce.
- Personal Data Protection Committee (PDPC): Enforces PDPA regulations.
- National Cyber Security Agency (NCSA): Manages cybersecurity policies.



Digital Consumer Protection



- Right to Information: Businesses must disclose product details.
- Right to Secure Transactions: Protection against fraud.
- Right to Refunds & Returns: Clear policies for defective products.
- Right to Privacy: Control over personal data usage.

Case Studies – Ethical Issues in E-Commerce



- Facebook-Cambridge Analytica Scandal: Misuse of personal data.
- Amazon's Pricing Algorithms: Cases of price discrimination.
- Alibaba's Fake Reviews Problem: Manipulated product ratings.



Cybersecurity Challenges in E-Commerce

- Phishing Attacks: Fake websites, email scams.
- Ransomware: Business data held hostage for ransom.
- Identity Theft: Unauthorized access to personal information.
- Fake E-Commerce Sites: Fraudulent platforms stealing consumer money.



Future Trends in E-Commerce Laws & Ethics

- Stronger AI Regulations: Preventing algorithmic bias.
- Blockchain for Security: Transparent digital transactions.
- Increased Scrutiny on Big Tech: Regulatory oversight on monopolies.
- Digital Tax Laws: Ensuring fair taxation for online businesses.



Review Questions

- What are the key laws governing e-commerce in Thailand?
- How does PDPA protect consumers?
- What ethical challenges do e-commerce businesses face?
- How can cybersecurity threats be mitigated in online transactions?

Summary



- Legal compliance is essential for sustainable e-commerce.
- Ethical business practices build consumer trust.
- Future regulations will continue shaping digital commerce.



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