



ON THE EVE OF WORLD CONSUMER RIGHTS DAY

WEBINAR ON

"NAVIGATING CONSUMER PROTECTION IN THE E-COMMERCE
METAVERSE: SAFEGUARDING PRIVACY IN THE VIRTUAL MARKETPLACE"



15 MARCH, 2024



03.30 PM

SPEAKERS



PROF. (DR.) ASHOK R. PATIL
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(NUSRL), RANCHI



MR. ANTONINO SERRA
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DR. M K BHANDARI,
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RESEARCH, HYDERABAD



DR. PRATIMA NARAYAN
ADVOCATE AND MEDIATOR,
CO-FOUNDER, TECHLAWLOGI
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MS. DEEPTI GEORGE,
DEPUTY EXECUTIVE DIRECTOR
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E-Certificate's will be awarded to registered participant's who attend through zoom platform and submit feedback



WEBINAR ON



"NAVIGATING CONSUMER PROTECTION IN THE E-COMMERCE METAVERSE: SAFEGUARDING PRIVACY IN THE VIRTUAL MARKETPLACE"



CONCEPT NOTE

The concept of the metaverse has captivated technologists, entrepreneurs, and consumers, offering a glimpse into a future where virtual reality, augmented reality, and immersive digital experiences converge. This vision, fueled by technological advancements and a growing digital appetite, holds profound implications for e-commerce and consumer protection.

E-commerce platforms are pivotal within this landscape, serving as bustling hubs where consumers can engage with products and services in novel ways. However, as the metaverse expands, so do the challenges surrounding consumer protection and privacy. Traditional notions of commerce and consumer rights are being reshaped, raising critical questions about trust, transparency, and accountability.

As individuals increasingly transact in virtual spaces, they face risks from data breaches, identity theft, and fraudulent schemes. The rapid proliferation of e-commerce platforms within the metaverse amplifies concerns regarding privacy and data protection. Users leave behind personal information and behavioral data, ripe for exploitation by companies and advertisers. Ensuring consumer privacy and data control is complex due to the opacity of virtual environments and the intricate algorithms governing them.

In India, legislation is pivotal to establish a robust framework for consumer protection and privacy in the e-commerce metaverse. The Consumer Protection Act 2019 and Consumer Protection (E-Commerce) Rules 2020 provide a legal basis for safeguarding consumer rights in online transactions. The Information Technology Act 2000 and related regulations govern electronic transactions, digital signatures, and cybersecurity, further ensuring online safety.

Looking forward, the Digital Personal Data Protection Act 2023 aims to bolster data protection measures and regulate personal data collection, processing, and storage in digital environments.

Against this backdrop, the National Webinar on "Navigating Consumer Protection in the E-Commerce Metaverse: Safeguarding Privacy in the Virtual Marketplace" seeks to provide a comprehensive understanding of this evolving landscape. The webinar aims to foster dialogue, shares insights, and collaborates on strategies to address challenges and opportunities in the convergence of e-commerce and the metaverse. Through insightful discussions, expert presentations, and interactive sessions, participants will explore key themes such as the implications of the metaverse for e-commerce, the evolving landscape of consumer protection in digital environments, privacy concerns in virtual marketplaces, and best practices for ensuring trust and confidence in online transactions. Through interdisciplinary dialogue and problem-solving, the webinar aims to chart a path forward toward a more secure, transparent, and consumer-friendly digital economy in the era of the metaverse.



WEBINAR ON



"NAVIGATING CONSUMER PROTECTION IN THE E-COMMERCE METAVERSE: SAFEGUARDING PRIVACY IN THE VIRTUAL MARKETPLACE" & RESULTS ANNOUNCEMENT OF CLAP ESSAY COMPETITION WINNERS



SCHEDULE

Session Title	Speakers/Panelist	Session Time
Welcome Address	Dr. Sudhanshu Kumar, Associate Professor, NLSIU	3.30 p.m. to 3.35 p.m.
Inaugural Address	Prof. (Dr.) Ashok R. Patil Vice-Chancellor, National University of Study and Research in Law (NUSRL), Ranchi	3.35 p.m. to 3.50 p.m.
Keynote Address	Mr. Antonino Serra Cambaceres, International Expert on Consumer Law and Protection	3.50 p.m. to 4.05 p.m.
Panel Discussion		
Consumer Protection in the Digital Age	Dr. Pratima Narayan Advocate and Mediator, Co-founder, Techlawlogi Consulting LLP, Bangalore	4.05 p.m. to 04.20 p.m.
The Metaverse and Its Implications for E-commerce	Dr. M K Bhandari , Founder Director, Global Academy of Law-Tech Education & Research	04.20 p.m. to 04.35 p.m.
Privacy Concerns in Virtual Marketplaces & Way Forward	Ms. Deepti George , Deputy Executive Director and Head of Strategy, Dvara Research, Chennai	04.35 p.m. to 04.50 p.m.
Question and Answers Session		04.50 p.m. to 05.05 p.m.
Closing Remarks	Ms. Meenakshi Ramkumar Assistant Professor, NLSIU	05.05 p.m. to 05.15 p.m.
Results Announcement and Recognition of CLAP Essay Competition Winners	Prof. (Dr.) Ashok R. Patil, Vice-Chancellor, National University of Study and Research in Law (NUSRL), Ranchi	05.15 p.m. to 05.25 p.m.
Vote of Thanks	Ms. Tarishi Agrawal Research Associate, NLSIU	05.25 p.m. to 05.30 p.m.