

**Government of India**  
**Ministry of Consumer Affairs, Food and Public Distribution**  
**Department of Consumer Affairs**

**LOK SABHA**  
**UNSTARRED QUESTION NO. 1673**  
**TO BE ANSWERED ON 27.07.2022**

**E-COMMERCE COMPANIES**

1673. SHRIMATI SARMISTHA SETHI:

Will the Minister of **CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION**  
उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्री be pleased to state:

- (a) whether the Government can access the personal data of individuals generated from e-Commerce;
- (b) if so, the details thereof;
- (c) the quantum of data accessed by the Government from e-commerce companies during the last five years, including the details of classification of data.;
- (d) whether the Government has any policy framework for encouraging the efficiency of domestic e-Commerce companies; and
- (e) if so, the details thereof?

**ANSWER**

उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री  
(श्री अश्विनी कुमार चौबे)

**THE MINISTER OF STATE**  
**CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION**  
**(SHRI ASHWINI KUMAR CHOUBEY)**

(a) to (e) : Section 2(47)(ix) of the Consumer Protection Act, 2019 provides that a trade practice which; for the purpose of promoting the sale, use or supply of any goods or for the provision of any service, adopts any unfair method or unfair or deceptive practice including, inter-alia, disclosing to other person any personal information given in confidence by the consumer, unless such disclosure is made in accordance with the provisions of any law for the time being in force, falls within the definition of unfair trade practice.

The E-commerce Rules, 2020 which have been notified under the provisions of the Consumer Protection Act, 2019 are aimed at protecting consumers from unfair trade practices in e-commerce. These rules specify the duties and liabilities of the sellers on marketplace, of the marketplace and of the inventory e-commerce entities, including consumer grievance redressal.

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