

Notification of the Central Committee on the Price of Goods and Services

No. 60, B.E. 2564 (2021)

Regarding Display of Price and Detail as regards the Distribution of Goods and Services
via the System of Electronic Commerce or Online¹

Whereas the Central Committee on the Price of Goods and Services has issued the Notification of the Central Committee on the Price of Goods and Services No. 70, B.E. 2563 (2020) Regarding the Display of Price and Detail as regards the Distribution of Goods and Services via the System of Electronic Commerce or Online dated 1st July B.E. 2563 (2020) in order that a consumer shall have an opportunity to make a comparison of price or service charge before making a decision to buy goods or services.

Whereas the Central Committee on the Price of Goods and Services has already reconsidered a measure to display the price and detail as regards the distribution of goods and services via the system of electronic commerce or online, it is of the view that the aforesaid measure to display the price and detail should be maintained.

By virtue of Section 9 (5) and Section 28 of the Price of Goods and Services Act, B.E. 2542 (1999), the Central Committee on the Price of Goods and Services therefore issues this Notification, as follows.

Article 1. This Notification shall come into force in all areas of the Kingdom for the period of one year as from the day following the date of its publication, except for there being the issuance of a new notification.

Article 2. The Notification of the Central Committee on the Price of Goods and Services No. 70, B.E. 2563 (2020) Regarding Display of Price and Detail as regards the Distribution of Goods and Services via the System of Electronic Commerce or Online dated 1st July B.E. 2563 (2020) shall be repealed.

¹ Published in the Government Gazette, Volume 138, Special Part 242 d, Page 308, dated 3rd October B.E. 2564 (2021).

Article 3. In this Notification,

“business operator” means a business operator in connection with the distribution of goods and services via the system of electronic commerce or online.

Article 4. The business operator shall display the retail price, the service charge, including the category, the type, the feature, the size, the weight, and the detail of goods or services by writing, printing or making appearance by other methods in the electronic commerce system or the online system of such a business operator, in a manner of being clear, complete, disclosed and legible.

The display of the distribution price of goods and the charge of services as specified in paragraph one shall be made in the form of the price per unit. Such price or service charge shall be displayed in whichever figure of any language; however, there must be Arabic figure in the display. The contents or items to be displayed concurrently with the distribution price or the service charge must be made in Thai language, regardless of whether there are other foreign languages or not.

Article 5. In the case of there being the charge of other expenses in addition to the distribution price of goods or the charge of services as displayed under Article 4, the business operator shall display such expenses in the clear, complete and disclosed manner. Such display shall be made concurrently with that of the distribution price of goods or the charge of services as provided.

Article 6. The display of the retail price of goods or the charge of services as provided under Article 4 shall be made in line with the price of goods as distributed or the charge of services as provided.

The provision as specified in paragraph one shall not be applicable to the case where the business operator distributes goods or provides services to a customer at the price or the service charge lower than the price or the service charge as displayed.

Given on the 1st Day of July B.E. 2564 (2021)

Jurin Laksanawisit

Minister of Commerce

Chairperson of the Central Committee on the Price of Goods and Services