

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

No. 44, B.E. 2560 (2017)

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

Whereas the Central Committee on the Price of Goods and Services has resolved on 6 January B.E. 2560 (2017) that there should be the supervision on the display of price and detail as regards distribution of goods and services via the system of electronic commerce or online 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.

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 has therefore issued 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.¹

Article 2. 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 3. The business operator shall have to display the distribution 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 business operator, in a manner of being clear, complete and disclosed, in capable of being easily read.

The display of the distribution price of goods and the service charge as specified in paragraph one shall be made in the form of the price per unit, regardless of whether there are figures of any language or not; 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 4. In a case of there being the charge of other expenses in addition to the distribution price of goods or the service charge as displayed under Article 3, the business operator shall have to display such expenses in the clear, complete and disclosed manner.

¹ Published in the Government Gazette, Volume 134, Special Part 82 d, Page 156, dated 17th March B.E. 2560 (2017).

DISCLAIMER: THIS TEXT HAS BEEN PROVIDED FOR EDUCATIONAL/ COMPREHENSION PURPOSES AND CONTAINS NO LEGAL AUTHORITY, THE DEPARTMENT OF INTERNAL TRADE SHALL ASSUME NO RESPONSIBILITY FOR ANY LIABILITIES ARISING FROM THE USE AND/ OR REFERENCE OF THIS TEXT. THE ORIGINAL THAI TEXT AS FORMERLY ADOPTED AND PUBLISHED SHALL IN ALL EVENTS REMAIN THE SOLE AUTHORITY HAVING LEGAL FORCE.

Such display shall be made concurrently with that of the distribution price of goods or the charge of service as provided.

Article 5. The display of the retail price of goods as distributed or the charge of service as provided under Article 3 shall be made in line with the distribution price of goods or the charge of service as provided.

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

Given on the 24th Day of January B.E. 2560 (2017)

Apiradi Tantraporn

Minister of Commerce

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