

2. Protecting consumers' health and safety: Full SR goes well beyond basic consumer protection legislation. This applies particularly when considering vulnerable groups, for example children, who often have little idea about the dangers of misusing the everyday products around them. It is the responsibility of organisations to design products with customer safety in mind, and to make consumers aware, for example in advertising and on packaging, of how to use the products safely and of possible dangers arising from misuse.

The Consumer Rights Protection Act<sup>10</sup> in Bangladesh provides for up to 3 years in jail and fines of up to Tk 2 lakh for selling adulterated or fake products, tampering with measurements or overpricing. As is widely reported in the media this has not prevented unscrupulous traders from using poisonous formalin to preserve fresh fish.

3. Sustainable consumption: Organisations have a responsibility to make consumers aware of the arguments for sustainable consumption in order to allow them to make informed decisions about their purchases and choose a more sustainable lifestyle. For example, Starbucks sells 100% Fair-trade certified coffee and it educates its customers about the meaning of fair-trade coffee via in-store posters and flyers.<sup>11</sup>
4. Consumer service, support and dispute resolution: Organisations have responsibilities to their customers after selling products or services. These include technical support in case of specialised products, sales warranty, and conditions applying to returning products. There should also be a clearly stated and understandable process for settling complaints, resolving disputes and maintaining clear communication with customers.
5. Consumer data protection and privacy: Apart from any laws protecting individuals' personal data, it is good business practice to protect the customers' private information. If consumers suspect an organisation of not protecting their privacy (e.g. private information is being sold to others), any trust in the organisation will be destroyed and the business will suffer.

<sup>10</sup> Consumer Rights Protection Act, 2009 for adulteration of food or medicine.  
<https://lawlib.wlu.edu/lexopus/works/297-1.pdf>

<sup>11</sup> <http://goodsense.nu/2010/03/06/4242/>