

Case Study on

E-Commerce in Bangladesh

A discussion about the data usage and terms and condition of 6 e-commerce site of Bangladesh. It includes comparison, criticism and appreciation of data usage among these 6 sites of this discussion

01 Terms and Conditons

01. Customer Support

Daraz is providing customer support through a chatbot which may not lead users to find the appropriate answer. There should be a human interaction that is provided by the other e-commerce websites.

02. 3rd Party Link Verification

Third-party links might include malicious malware or phishing scams that can steal users' personal information or other things. There are no terms for monitoring dangerous viruses or phishing scams in organizations.

03. Change of T&C

According to the needs of the companies, the Terms and Conditions may change from time to time. If the terms and conditions change after a purchase, customers may face difficulties availing of any services related to the product.

02 Potential Risk in Law

→ Chaldal noted On their website, that all of their terms and conditions were based on the outdated ICT ACT of 2006, which is no longer in effect. Even though their terms and conditions do not infringe on the most recent law, it is essential to highlight The Digital Security Act 2018 in its terms and conditions.

03 Why EVALY Did Not Work?

Evaly was an e-commerce company that was established on December 16, 2018. Within just one and a half years, as of August 2020, Evaly registered 3.5 million customers and monthly transactions worth BDT 300 crore.

- If a product is not delivered, Evaly is required to refund the customer's money. Instead, however, the company keeps it, violating five sections of the Penal Code 1860, two sections of the Consumer Rights Protection Act 2009, and a section of the Digital Security Act 2018.
- The report stated failure to deliver products on time after taking payment in advance constitutes a criminal breach of trust and fraudulence as per the Penal Code 1860 and the Consumer Rights Protection Act 2009. Punishment for such an offense is rigorous imprisonment for one to three years.
- Evaly doesn't return the money of cashback offers to customers and keeps it in their 'wallets'. Besides, the company does not allow customers to use 100 percent of their money. Such an offense can result in seven years imprisonment, the report mentioned.
- The report further said Evaly does not communicate properly with its customers through its hotline number, support email, Evaly apps, and social media platforms, which is a criminal offense.



Sources

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Bibliographie / sources

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