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Recent Trends of Law & Regulation in Korea

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ISSN 2288-4041

Editor's Note

Dear Readers

As we enter the merry holiday season, many of us are likely looking for gifts for loved ones - or perhaps for ourselves. With most shopping now taking place online, the 48th edition takes a closer look at the rules governing e-commerce in Korea.

In the "Issue & Law" section, we introduce the recent amendments to the E-Commerce Act aimed at strengthening consumer protection and share updates on related international cooperation efforts. We also explore the growing use of ODR as a tool for resolving disputes arising from online transactions. The "Case Law" section examines a Supreme Court decision that has since required e-commerce platforms to adhere to stricter transparency obligations. Finally, in the "Living in Korea" section, we highlight Korea's convenient refund practices in online shopping.

We extend our sincere gratitude to our readers, contributors, and the hardworking team behind this publication. Your continued interest and support inspire us to keep delivering relevant and engaging content. We hope this issue adds a bit of ease - and perhaps even joy - to your merry year-end shopping season!

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Published by Ministry of Justice

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Emblem

Ministry of Justice

The Republic of Korea government has changed its official "government identity." The new logo conveys the dynamism and enthusiasm of the country with the three colors of blue, red and white. It echoes off Korea's national flag Taegeukgi with the taegeuk circular swirl and the blank canvas embodies in white. The typeface was inspired by the font used in the "Hunminjeongeum" (1446), the original Hangeul text, in consideration of the harmony embodied in the taegeuk circle. Starting March 2016, the new logo is used at all 22 ministries including the Ministry of Justice and 51 central government agencies.

Overview of the Amendment to the「E-Commerce Act」(Enforcement Date Feb. 14, 2025)

Introduction

The e-commerce market has continued to grow as a result of advances in logistics and communication technology. In the Republic of Korea, the total transaction amount of online shopping, one of the most common forms of e-commerce, has steadily increased, reaching 259 trillion won as of 2024.

Year	2024	2023	2022	2021	2020
Trade Amount	259,431,884	242,206,780	216,175,137	192,723,965	158,283,970

Table Total Transaction value of Online shopping mall (Unit: Million Won) (2020-2024), KOSIS (2025)

As the e-commerce market continues to expand, the possibility of consumer harm may increase. In response, the Korean government enacted「Act on the Consumer Protection in Electronic Commerce」(the E-Commerce Act) in 2002, and has since amended the law to reflect the evolving e-commerce practices, with the aim of establishing a fair e-commerce environment and protecting consumer rights.

The latest amendment to the E-Commerce Act, which took effect on 14 February 2025, is consistent with this broader policy trajectory. Addressing the persistent problem of "dark patterns" in online transactions, the amendment carries significant implications not only for enterprises seeking to operate e-commerce business in Korea but also for consumers around the world who purchase goods online from Korean providers. This article examines the background, key provisions, and impact of the 14 February 2025 amendment.

Background of the Amendment (Dark Patterns)

The major focus of the amended E-Commerce Act, which entered into force on 14 February 2025, is the regulation of "dark patterns." The term

"dark pattern" refers to "user interfaces that steer consumers toward decisions or choices that they would not have made had they been able to fully assess the available alternatives with adequate information." In other words, in the context of online transactions, dark patterns are deceptive design practices or manipulative interface tactics that undermine consumers' rational decision-making for the benefit of the service provider.

A central issue in determining whether a particular design falls under the category of "dark patterns" is whether it has played a detrimental role in the consumer's independent purchasing decision. Not every act of influencing consumer choice can be classified as a dark patterns. This is because inducing consumer choices, in itself, constitutes an essential business strategy in a competitive market. Accordingly, what is problematic is not all forms of "choice-shaping design," but specifically those that negatively affect the consumer's ability to make an autonomous purchasing decision. Only the latter can be regarded as dark patterns. Examples of such dark patterns vary widely, including trick questions, hidden costs, sneaking into basket or disguised ads. The specific types of dark patterns regulated under the amended E-Commerce Act are discussed in detail in "III. Key Provisions of the Amendment."

From a comparative legal perspective, the regulation of dark patterns is already present across major legal systems. In the United States, the Federal Trade Commission regulates practices analogous to dark patterns through various regulatory frameworks, including「Enforcement Policy Statement Regarding Negative Option Marketing」. In the European Union, the「Digital Services Act」identifies specific categories of dark patterns and prohibits the use of such manipulative design practices. The recent amendment to Korea's「E-Commerce Act」, which introduces regulatory measures against dark patterns, can therefore be seen as part of a broader international trend toward addressing these deceptive interface designs.

Key Provisions of the Amendment

The amended E-commerce Act regulates six types of dark patterns. The regulated dark patterns are: 1) Hidden Renewals, 2) Gradual Disclosure of Costs, 3) Pre-selection of Purchase Options, 4) False Hierarchies, 5) Obstruction of cancellation or withdrawal, 6) Repeated Interference. For type 1), the act imposes an affirmative duty on business operators, whereas for 2) through 6), it imposes duties of omission, requiring operators to refrain from such practices. The detailed regulatory content for each type is outlined below.

[1] Hidden Renewals

Article 13(6) of the E-Commerce Act regulates the practice known as "hidden renewals." Hidden renewal refers to situations in which the price of a regular subscription is increased, or goods or services previously provided free of charge are converted into paid regular subscriptions, without obtaining the consumer's consent or providing prior notice. In such cases, the E-Commerce Act requires business operators to obtain the consumer's advance consent and to notify the consumer of the conditions, methods, and effects of cancelling or terminating the service.

> Article 13 (Provision of information on identity and transaction terms)
>
> (6) Where there is an increase in regular payments for goods, etc. or where a conversion to a regular payment plan is made for the goods, etc. that have been supplied free of charge, a mail order distributor shall beforehand obtain consent from the consumers to the date and time of such increase or conversion, before and after prices, and the method of payment within the period prescribed by Presidential Decree, and notify the consumers of the conditions and methods for revocation or cancellation, and the effects thereof.

[2] Gradual Disclosure of Costs

Under Article 21-2(1) of the E-Commerce Act, the Article enumerates five types of dark patterns in subparagraphs 1 through 5 and imposes duties of omission on business operators with respect to each of these prohibited practices. The following section examines, in turn, the five dark patterns designs prohibited under Article 21-2(1) of the amended Act.

Subparagraph 1 addresses "Gradual Disclosure of Costs." This design refers to displaying or advertising only part of the total amount that consumers must pay, rather than the full, all-inclusive price, on the first screen that informs consumers of the price of goods, etc. in transactions conducted through a cybermall. For example, when home appliances are sold online, if only the product price is shown while excluding essential expenses such as shipping and installation fees that must be paid to receive the product, such a design may fall under "Gradual Disclosure of Costs."

> Article 21-2 (Acts prohibited in operation of online interface)
> (1) Where a business operator engaged in electronic commerce transactions or a mail order distributor operates an online interface (referring to a medium between a consumer and a business operator, such as a website or mobile app; hereinafter the same shall apply), he or she shall not conduct any of the following acts:
>
> 1. Inducing consumers or making transactions with consumers by means of indicating or advertising only a portion of the total amount of payment that consumers are required to make for the purchase and use of goods, etc. (including the essential costs associated with the provision of goods, etc. in addition to the price of such goods, etc.; hereinafter the same shall apply) on the first screen of an indication or advertisement informing consumers of the price of the goods, etc. through a cybermall; provided, this shall not apply where there is a justifiable reason not to indicate or advertise the total amount of payment and such reason is notified to consumers as prescribed by Prime Ministerial Ordinance;

[3] Pre-selection of Purchase Options

Subparagraph 2 regulates "Pre-selection of Purchase Options." This refers to situations in which, during the process of purchasing a specific product, an option concerning the purchase of another product is presented to the consumer in a pre-selected state. For example, when food items such as pizza are sold online, simply providing a list of "recommended items to order together" does not, by itself, constitute pre-selection. However, if a particular option within that list, such as pasta, is already pre-selected when presented to the consumer, such a design may fall under "Pre-selection of Purchase Options."

> Article 21-2 (Acts prohibited in operation of online interface)
> 2. Inducing consumers to subscribe to a transaction of other goods, etc. by providing an option already marked as if the consumers intend to subscribe even before they choose whether to do so, where options are provided to ask if they wish to subscribe for the purchase and use of other goods, etc., membership registration, conclusion of a contract, etc. in the process of purchase and use of goods, etc., membership registration, conclusion of a contract, etc.;

[4] False Hierarchies

Subparagraph 3 regulates the design referred to as "False Hierarchies." This refers to situations where, in providing consumers with options related to purchasing, membership registration, or other transactions, the visual appearance of certain option buttons is made significantly more prominent than others. Such a configuration may cause consumers to misunderstand that a particular option is the only available choice or that it is an option they are required to select.

For example, when a service registration process includes an item for receiving marketing information, and the interface is designed in a way that makes it appear as though the consumer must select this item in order to complete the registration, such a design may fall under "False Hierarchies."

> Article 21-2 (Acts prohibited in operation of online interface)
> 3. Making an option highly distinctive from the other options visually, in terms of size, shape, color, etc., when providing options to consumers with respect to the purchase and use of goods, etc., membership registration, conclusion of a contract or cancellation of purchase, membership withdrawal, termination of a contract (hereinafter referred to as "purchase, etc."), which falls under any of the following:
> (a) An act likely to mislead consumers as if they could choose only a specific item;
> (b) An act likely to mislead consumers to believe that it is mandatory for them to choose a specific item as a condition for making a purchase, etc.;

[5] Obstruction of cancellation or withdrawal

Subparagraph 4 regulates the design referred to as "Obstruction of Cancellation or Withdrawal." This refers to situations in which the process for cancelling a purchase or withdrawing from membership is significantly more complicated than the process for signing up, or where cancellation or withdrawal is permitted only through methods different from those used for joining. For example, if an online service allows membership registration through a simple click on a webpage, yet permits membership withdrawal only by telephone, such a configuration may fall under "Obstruction of Cancellation or Withdrawal."

> Article 21-2 (Acts prohibited in operation of online interface)
> 4. Obstructing consumers' cancellation of purchase, withdrawal from membership, termination of a contract, etc. by any of the following methods without justifiable grounds:
> (a) Making the procedures for cancellation, withdrawal, termination, etc. more complicated than those for purchase of goods, etc., membership registration, conclusion of a contract, etc.;
> (b) Restricting cancellation, withdrawal, termination, etc. by making them available only by methods other than those for the purchase of goods, etc., membership registration, conclusion of a contract, etc.;

[6] Repeated Interference

Subparagraph 5 regulates the design referred to as "Repeated Interference." This design concerns situations in which a consumer is persistently prompted, for example through the repeated display of pop-up windows, to change a choice that has already been made. For instance, when a consumer decides not to purchase a particular product, yet multiple pop-up messages appear displaying phrases such as "Are you sure you want to cancel?" or "This offer will not come back", thereby interfering with the consumer's decision-making process, such a configuration may fall under "Repeated Interference."

> Article 21-2 (Acts prohibited in operation of online interface)
> 5. Obstructing consumers' free decision-making by repeatedly requesting them, through a pop-up window, etc., to change their choice or decision with respect to the content already chosen or decided on; provided, this shall not apply where consumers are allowed to choose not to receive such request for at least the period prescribed by Presidential Decree when a request for change of a choice or decision is made.

Finally, the amended E-Commerce Act encourages compliance by introducing sanction provisions for non-observance of the six cases described above. Specifically, where any of the dark patterns designs enumerated above is detected, the Korea Fair Trade Commission (KFTC) may order corrective measures pursuant to Article 32. In addition, administrative fines may be imposed under Article 45.

[6] Impact of the Amendment

As a result of the amendment, e-commerce operators will need to review their service interfaces with greater caution to ensure that they do not constitute dark patterns. In practice, since the KFTC has already issued and implemented the Amendment of "Consumer Protection Guidelines in E-commerce", which sets out detailed criteria for identifying dark patterns, businesses will need to design their interfaces with closer attention to these standards. Indeed, many domestic companies are already modifying their interfaces in accordance with the amended Act and the Guidelines. It will be necessary for businesses to continue monitoring future enforcement practices and case law under the amended E-Commerce Act in order to develop concrete compliance strategies.

Meanwhile, from the consumer's perspective, the amendment is expected to increase the likelihood that consumers can make rational decisions based on their own independent judgment, free from dark patterns interference by businesses. For the amendment to meaningfully contribute to fair trading practices and consumer protection, continued consumer attention to how the law is applied in practice is required.

Utilizing AI and ODR in E-commerce Dispute Resolution

Introduction: A Paradigm Shift in the Digital Economy and Access to Justice

[1] The Need for Evolution in Dispute Resolution Mechanisms
The Fourth Industrial Revolution has created a hyper-connected society, breaking down physical barriers in commerce and driving the explosive growth of the digital economy. E-commerce has become a central pillar of the global economy, connecting consumers and sellers across borders. However, this growth has inevitably led to a surge in diverse disputes. Due to the non-face-to-face nature of online transactions, issues such as insufficient product information, delivery errors, and payment problems occur frequently, creating a high volume of cases that traditional judicial systems are struggling to handle.

Traditional litigation is often too formal, expensive, and time-consuming to be an effective solution for the small, numerous disputes typical of e-commerce. In particular, cross-border disputes involve complex issues such as jurisdiction, differences in national legal systems, and language barriers, which significantly hinder consumers' access to justice. Against this backdrop, Online Dispute Resolution (ODR) has emerged as a compelling alternative. By utilizing Information and Communication Technology (ICT) to resolve disputes without physical presence, it overcomes temporal and geographical constraints and enables rapid, low-cost redress.

[2] Introduction of AI Technology and the Intelligence of ODR
Recently, the integration with Artificial Intelligence (AI) has propelled ODR into a sophisticated new phase, transcending its origins as a simple communication tool. Early systems were limited to instrumental support via email or video. In contrast, modern ODR is evolving into stages of decision support and automated resolution, powered by advanced technologies such as big data analysis and Natural Language Processing (NLP). AI has begun to play a proactive role in dispute resolution by

The Utility and Challenges of AI-Integrated ODR

The integration of AI technology has maximized the utility of ODR, primarily by expanding its scope to cover even offline disputes beyond the digital realm. The most significant impact of this convergence is the drastic reduction in time and cost. Systems accessible 24/7 without spatial constraints enhance user convenience, while automated processes minimize human labor, lowering the cost of dispute resolution. This is particularly beneficial for small claims cases, where litigation costs often exceed the claim amount. By providing an affordable avenue for redress, AI-ODR contributes significantly to substantive consumer rights protection.

Conversely, the digital divide remains a challenge. Vulnerable groups unfamiliar with IT technology, such as the elderly or low-income individuals, may struggle to access AI-ODR systems. This disparity creates a risk of judicial exclusion. Furthermore, text-based communication has limitations in conveying non-verbal cues and emotional nuances, making it difficult to foster deep understanding and reconciliation between parties. Additionally, the "Black Box" problem of AI systems—where the internal decision-making process is opaque—sparks controversy over transparency. If an AI cannot explain the algorithm and data used to reach a conclusion, parties may find it difficult to trust and accept the result. This potentially conflicts with constitutional values such as the right to a trial or the right to a fair hearing.

Diverse Global Strategies for AI-ODR Implementation

The utilization of AI and ODR is spreading globally, with leading models being established and operated particularly in the United States (US) and the European Union (EU), where e-commerce is highly active.

[1] Private-Led Success Model: eBay's Resolution Center (US)
eBay is a representative example of successfully implementing an ODR system for e-commerce dispute resolution. Faced with the reality of handling tens of millions of disputes annually, eBay established a "Resolution Center" to resolve disputes rapidly within the platform without resorting to courts.

The resolution process operates in two stages, starting with a direct negotiation phase where buyers and sellers communicate directly. If an agreement is not reached, the case escalates to a mediation phase where eBay intervenes to arbitrate and make a final decision. Specifically, when issues such as item discrepancies, damage, or delivery delays occur, the system guides parties to exchange complaints and solutions using structured forms to prevent emotional escalation. Such a data-driven approach not only minimizes conflict but also enables algorithms to categorize disputes efficiently. Ultimately, the platform serves as a transparent dispute resolution channel that maintains trust between trading parties and supports the e-commerce ecosystem.

[2] Public-Led Infrastructure: The EU's Modernized ADR Framework
The EU is pioneering a modernized Alternative Dispute Resolution (ADR) framework to adapt to the rapidly evolving digital market. Designed in strict alignment with the EU AI Act, this reform harmonizes technological innovation with procedural safeguards from the outset.

Central to this framework is the development of a user-friendly digital interactive tool. Unlike static portals, this smart tool actively assists consumers in identifying the most appropriate dispute resolution bodies. It incorporates AI-powered machine translation features to dismantle language barriers. However, it operates under the strict transparency mandates of the AI Act, as such systems are classified as 'high-risk.' Accordingly, the framework requires that parties be informed when automated means are utilized and guarantees the right to human review, ensuring that AI remains a supportive tool rather than the final decision-maker.

[3] Sector-Specific Expansion: Korea's Evolving ODR Landscape
In Korea, interest in AI-utilized ODR is steadily growing, particularly in the e-commerce sector. Efforts are underway to rapidly resolve disputes between consumers and sellers in online shopping and open markets. Furthermore, AI arbitration systems are being introduced in specific industries like finance to handle business-to-business (B2B) disputes efficiently. Alongside these developments, Korea is actively discussing and strengthening its legal framework to integrate AI mediation and ODR into the existing legal system.

Legal and Ethical Issues Regarding AI-ODR Adoption

The expansion of AI-utilized ODR inevitably entails conflicts with existing legal systems and ethical issues. To successfully implement this system, social consensus and legal refinement regarding the following key issues are essential.

[1] Algorithmic Fairness and Explainability (XAI)
Questions regarding the fairness of AI-derived resolutions are constantly

raised. If the training data itself contains historical discrimination or bias, the AI risks reproducing or amplifying it. Moreover, the "Black Box" nature of deep learning AI makes it difficult to fully explain the basis of a conclusion to the parties. This lack of transparency poses a serious threat to procedural justice. Therefore, adopting Explainable AI (XAI)—technology that makes AI's decision-making process transparent to humans—and implementing algorithmic auditing systems are essential steps to ensure fairness.

[2] Personal Data Protection and Data Security

The ODR process involves the collection and processing of extensive sensitive personal information, financial data, and transaction history. Privacy concerns may arise during the use of such data for AI training. Therefore, stricter "Privacy by Design" measures are required, including data de-identification, encrypted transmission, and prohibition of use for unintended purposes, in compliance with global standards.

[3] Legal Force and Liability

Discussions on whether mediation proposals or arbitration awards generated by AI can have legal binding force are also critical. Under current laws, arbitration awards generally presuppose a human arbitrator. Therefore, amendments to arbitration laws and related regulations are necessary to grant legal effect to AI's independent judgments. Furthermore, the issue of liability for AI errors must be addressed. Specifically, we need clear legal principles to determine whether the developer, the operator, or the AI itself is responsible for damages caused by erroneous judgments.

Conclusion: Tasks for Building a Trust-Based Digital Justice Ecosystem

In the era of explosive e-commerce growth, the convergence of AI and ODR has become an irreversible trend that transcends spatial and temporal constraints to revolutionize access to justice. As demonstrated by the diverse strategies of the US, the EU, and Korea, AI-ODR complements the limitations of traditional judicial systems by processing high-volume, low-value disputes with low cost and high efficiency. It has proven its value as essential social infrastructure supporting the digital economy.

However, technological efficiency does not guarantee judicial justice. To ensure the successful implementation of this system, institutional improvements such as the introduction of XAI and the clarification of legal liability must be made to overcome algorithmic opacity and data bias. Ultimately, AI should function as a collaborative tool that supports decision-making rather than completely replacing human judgment. By guaranteeing human oversight at critical stages, a digital justice ecosystem can be established where technological innovation and procedural fairness coexist.

Korea's Legal Framework on Platform Liability and International Cooperation

Introduction

As e-commerce continues to expand, the frequency of purchasing goods through overseas e-commerce platforms has steadily increased. With a single click, consumers can engage in cross-border transactions and gain access to a wider variety of products. However, behind this market expansion and increased convenience lies a significant issue: a rise in consumer harm related to overseas e-commerce platforms. According to Seoul Metropolitan Government's "Overseas Direct Purchase Platform Monitoring" released in August last year, approximately 28% of overseas direct purchase service users reported dissatisfaction or damage.[1)]

In response, Korea has been working to improve its policies and enhance

1) Seoul Metropolitan Government. (2024.08.22.). Seoul City Monitors Overseas Shopping Platforms for Clothing... No After-Sales Service Information Provided. https://www.seoul.go.kr/news/news_report.do#view/417903?tr_code=snews

international cooperation to prevent consumer harm arising from cross-border e-commerce and to ensure that overseas e-commerce platform operators fully comply with consumer protection obligations. Specifically, Korea is revising the 「Act on the Consumer Protection in Electronic Commerce」 (E-Commerce Act) and promoting the Korea-European Union Digital Trade Agreement.

Obligations for Overseas E-Commerce Platforms to Designate a Domestic Representative

In August 2024, the State Council approved an amendment to the E-Commerce Act which requires overseas e-commerce platform operators to appoint a domestic representative.[2] The amendment is currently under review by the Korea Fair Trade Commission (KFTC) and has not yet been finalized into law. If the bill passes the National Assembly's plenary session, online retailers and online sales brokers that do not have an address or place of business in Korea will be required to designate a domestic representative.

The proposed amendment stems from growing concern over increasing consumer harm in cross-border e-commerce transactions. In particular, repeated issues such as missing product information, exaggerated advertising, and unclear refund procedures on some foreign e-commerce platforms have become significant problems. As most of these platforms operate without a Korean corporate entity or a representative, it is challenging for authorities to enforce existing regulations. In response, ten Korean e-commerce platform companies have submitted their opinion to the KFTC, arguing that overseas operators should be subject to the same level of obligations as domestic operators.[3]

The purpose of this amendment is to address the difficulty of enforcing consumer protection obligations on businesses without a physical presence in Korea, and to ensure prompt relief for consumer harm. Specifically, the amendment seeks to add Article 20, Paragraph 4 of the E-Commerce Act to mandate the appointment of a domestic representative and revise Article 45 of the same Act to supplement provisions of administrative fines.

The term 'domestic representative' in the amendment refers to a representative designated by a foreign business without a Korean presence to handle its operations within the country.[4] The obligations of a domestic representative fall into two main categories. First, the domestic representative should undertake responsibilities equivalent to those of an online retailer, including compensating for consumer damages, handling complaints regarding goods, and resolving disputes between consumers and business operators. To address such complaints and disputes, the representative must identify causes and assess damages without delay. Second, the domestic representative is responsible for delivering materials and items related to investigations of legal violations. The representative must deliver documents related to costs and business operations related to such investigations by mail, in person, or via online networks.

The newly added Article 20, Paragraph 4 in the amendment specifies the obligations for designating a domestic representative. According to this provision, online retailers and online sale brokers without a physical presence in Korea must designate a representative and report it to the KFTC if they are classified as large-scale business. The criteria for large-scale businesses are determined by presidential decree, considering factors such as sales volume and number of users. In line with the amendment's purpose of strengthening domestic consumer protection, a domestic representative should have a Korean address or place of business. Once designated, the representative's name, address, telephone number, and e-mail address must be disclosed on its website, and any unlawful acts by the domestic representatives are deemed to have been committed directly by the online retailer who appointed them. Lastly, the domestic representative must maintain valid means of contact with the online retailer.

The amendment also supplements the current Article 45 and introduces corrective measures for those who fail to comply with the requirements for designating a domestic representative. According to the proposed Article 45, Paragraph 3 and Article 45, Paragraph 8, authorities may impose fines in accordance with presidential decree if overseas e-commerce platform operators fail to designate a domestic representative or violate information disclosure requirements.

The KFTC stated that the proposed amendment includes the minimum necessary regulation to protect consumers. The commission also announced that it will actively participate in the upcoming National Assembly discussions, signaling an intention to strengthen Korea's accountability for foreign e-commerce platform companies. Alongside these domestic regulatory improvements, Korea is also enhancing international cooperation to protect consumers in cross-border e-commerce.

2) KBS News. (2024.08.19.). Aliexpress, Temu, and Other Overseas Platforms Required to Appoint a 'Domestic Representative', https://news.kbs.co.kr/news/pc/view/view.do?ncd=8038128
3) Sisajournal-e. (2025.10.01.). Attention on the Requirement for Representative for 'Lawless' Overseas e-commerce Platforms... Criticisms of Its Limited Effectiveness in Addressing the Root Cause. https://www.sisajournal-e.com/news/articleView.html?idxno=415757
4) Korea Fair Trade Commission. (2024.03.26.). Notice of Partial Revision of the Act on Consumer Protection in Electronic Commerce, etc. https://www.ftc.go.kr/www/selectBbsNttView.do?key=193&bordCd=105&nttSn=11062
5) KOTRA. (2025.09.16.). Key Provisions of the Korea-EU Digital Trade Agreement. https://dream.kotra.or.kr/dream/cms/news/actionKotraBoardDetail.do?SITE_NO=2&MENU_ID=3420&CONTENTS_NO=1&bbsGbn=464&bbsSn=464&pNttSn=234416#;

Korea-EU Digital Trade Agreement

In March 2025, Korea and the European Union (EU) reached an agreement on a Digital Trade Agreement (DTA) to promote e-commerce between the two parties. The deal came nearly two years after negotiations began in 2023, prompted by concerns that e-commerce provisions in the Korea-EU Free Trade Agreement did not sufficiently reflect market developments.[5] The DTA is currently undergoing the formal signing process.

The DTA aims to facilitate cross-border e-commerce, provide legal certainty, reinforce protections for consumers and businesses, and foster an open and fair online environment. The agreement applies to all forms of trade conducted through electronic means and is considered to encompass the full range of each party's laws, regulations, and administrative measures.

The main provisions of the agreement focus on four areas: (1) reliable cross-border data flows, (2) online consumer protection, (3) promotion of digital trade, and (4) cooperation.[6]

Main Areas	Details
Reliable Cross-Border Data Flows (Article 5, 6)	❶ Prohibition of requirements to localize computing facilities or data, ensuring free data flow ❷ Maintenance of personal data protection frameworks, including measures to safeguard privacy in cross-border transfer
Online Consumer Protection (Article 12, 13, 21)	❶ Introduction of effective consumer protection mechanisms in electronic commerce ❷ Adoption of measures to limit unsolicited commercial electronic messages, including the requirement for prior consent from recipients and the obligation to provide and opt-out options ❸ Enhancement of national cybersecurity capabilities and inter-party cooperation
Promotion of Digital Trade (Article 10, 18, 20)	❶ Recognition of the legal validity of electronic documents and electronic signatures ❷ Creation of a paperless trade environment through digitalization of trade documents ❸ Support for efficient and safe cross-border electronic payments
Cooperation (Article 23, 24)	❶ Recognition of the importance of small and medium-sized enterprises and sharing of best practices ❷ Exchange of experiences and best practices related to digital inclusion

The conclusion of the DTA holds three significant implications. First, the DTA focuses on reinforcing consumer protection. The Agreement emphasizes the right to personal data and privacy protection and highlights that consumer trust is a key factor in the development of e-commerce.[7] Second, the DTA is meaningful in expanding Korea's digital accessibility to the EU market. The agreement will make data transfers between Korea and EU countries easier and facilitate the expansion of Korean cloud services, fintech, and AI companies into Europe. To be specific, mutual recognition of electronic contracts, electronic signatures, and electronic payments is expected to enhance transaction convenience and legal stability. Finally, the DTA provides a foundation for Korea to actively participate in the formation of global e-commerce norms. The EU has established a robust digital regulatory framework, including the 「Digital Services Act」, 「Digital Markets Act」, and the 「Artificial Intelligence Act」. Through co operation with the EU on digital norms, Korea is expected to play a leading role in discussions on international e-commerce regulations.[8]

Currently, the DTA is in the process of public consultation and finalizing the Korean language version. Once the agreement is signed, it is expected to create an environment where both consumers and businesses can safely participate in e-commerce.

6) Ministry of Trade. Industry and Energy. (2025.08.29.). Disclosure of the Korea-European Union (EU) Digital Trade Agreement (DTA) and Public Consultation on Citizens' Opinions. https://www.fta.go.kr/ftamain/kfta/lov3/kedta/5/1/view/index.jsp?seqno=145430&searchType=01&searchTitle=&pageNum=1&pageSize=10
7) Agreement on Digital Trade Between The European Union and The Republic of Korea. https://www.fta.go.kr/ftamain/kfta/lov3/kedta/2/
8) KOTRA. (2025.09.16.). Key Provisions of the Korea-EU Digital Trade Agreement.

Conclusion

The e-commerce market is expanding at an unprecedented pace and scale, which makes it difficult for existing regulatory frameworks to adequately address its complexities. Notably, regulatory gaps concerning overseas e-commerce platforms have resulted in blind spots in consumer protection. In response to these challenges, Korea is undertaking a comprehensive reform of its regulatory frameworks, specifically focusing on platform liability to ensure enhanced consumer protection. Key measures in this reform include the amendment mandating the designation of a domestic representative and the Korea-EU DTA. These initiatives are expected to clarify the legal responsibilities of overseas e-commerce platforms and play a pivotal role in reinforcing protection of consumer rights.

“When the Risk of Misleading Is Enough” How the Supreme Court Reinforced Transparency Obligations for E-Commerce Marketplaces

Background Information

Modern e-commerce marketplaces actively control what information consumers see by recommendation algorithms and ranking systems. In such an environment, consumers naturally tend to assume that products displayed at the top of search results reflect their preferences or represent the most popular items. In practice, however, sellers may pay advertising fees or purchase additional services to secure preferential placement within the marketplaces. When a platform fails to disclose these underlying financial relationships or ranking criteria, consumers are more liable to be misled about the unarticulated basis for product placement. This vulnerability has underscored the importance of transparency in how e-commerce marketplaces provide information and set their display mechanisms.

In this particular case, sellers who paid for advertising services received additional points that allowed their products to appear more prominently under labels such as "Most Popular," "Best Sellers," or "Premium Selection." In its 2014 decision, the Supreme Court of Korea ruled that failing to disclose the underlying mechanism through which paid advertising purchases translated into additional points and preferential placement within those categories constituted "luring customers by deceptive means" under「Act on the Consumer Protection in Electronic Commerce」(the E-Commerce Act). It further clarified that such misleading conduct is established even in the absence of actual consumer inducement, so long as the conduct is likely to cause misunderstanding. This decision significantly strengthened the transparency obligations of online marketplaces in their display and recommendation practices.

Case Facts

(1) The plaintiff operated one of Korea's most widely used e-commerce marketplaces as a mail order brokerage under the E-Commerce Act. It intermediated transactions between sellers and consumers by providing an online marketplace and earned revenue through commissions as well as various paid advertising and additional services.
(2) By categorizing and ranking products under labels such as "Most Popular," "Best Sellers," and "Premium Selection," the plaintiff led consumers to regard those categories as each indicating high sales, strong consumer interest, or superior quality or service.
(3) In practice, however, the platform awarded additional points to sellers who purchased paid services, resulting in their products being preferentially displayed. Even within the "Best Sellers" category, the platform applied price-based weightings and additional points tied to paid services. Moreover, the "Premium Selection" category consisted exclusively of products from sellers who had purchased paid promotional services.
(4) The platform did not clearly disclose these internal ranking and display mechanisms to consumers, who were thereby exposed to the risk of misunderstanding the meaning of the displayed categories.
(5) Accordingly, the Korea Fair Trade Commission (KFTC) found that the plaintiff's conduct constituted "luring customers by deceptive means" under the E-Commerce Act, and imposed corrective orders and a public announcement order. These measures included the suspension of the disputed display practices, an obligation to disclose the underlying mechanisms to consumers in any future similar displays, and posting a pop-up notice on its main homepage for a specified period notifying users that it had been issued a corrective order.
(6) The plaintiff filed an administrative litigation seeking annulment of the corrective and public announcement orders, arguing illegality and abuse of discretion.

Subject Matter of Review

(1) Standard for Determining "luring customers by deceptive means"
The key issue was whether a platform's ranking and display practices can constitute deceptive conduct even when there is no evidence that consumers were actually induced by them. The court interpreted the statutory provision in light of the E-Commerce Act's purpose of protecting consumers and ensuring market integrity. On that basis, it ruled that deceptive conduct includes practices that attract consumer attention or interest by concealing, omitting, or minimizing facts that are essential to purchasing decisions. Thus, proof of actual inducement is not required, and the mere likelihood that consumers may be misled is sufficient to establish the violation.
(2) Whether Non-Disclosure of Underlying Display Mechanisms Constitutes Misleading Conduct
The court identified a clear gap between how consumers normally understand labels such as "Most Popular," "Best Sellers," or "Premium Selection" and the undisclosed display algorithms that the platform actually applied. Consumers generally interpret "Most Popular" as indicating products that are frequently purchased or attract widespread interest, "Best Sellers" as referring to items with high sales during a given period, and "Premium Selection" as signaling superior quality or service. The platform's use of paid-service factors, without informing consumers, created a substantial risk that consumers would misunderstand the basis of these labels. On this basis, the court held that the plaintiff's conduct amounted to a misleading method of inducing consumers under the E-Commerce Act.
(3) Scope of the KFTC's Corrective Authority and Legality of the Public Announcement Order
The court noted that Article 32 of the E-Commerce Act grants the KFTC broad discretion to impose corrective measures, particularly where the effects of the violation are ongoing or the risk of repeated deception exists. These measures may include not only cessation orders but also any actions necessary to remedy the violation. Finding no infringement of trade secrets or abuse of discretion, the court upheld the KFTC's orders. This conclusion was grounded in the assessment that the plaintiff's conduct caused persistent and widespread misunderstanding among consumers. This was particularly evident with regard to quality and customer service, where consumer information is generally limited. Considering this effect together with the broad reach of online platforms, the KFTC's requirement to disclose the violation through a pop-up notice on the main webpage was regarded as a legitimate and proportionate exercise of its authority.

Act on the Consumer Protection in Electronic Commerce
Article 21 (Prohibitions)
(1) Neither a business operator engaged in electronic commerce transactions nor a mail order distributor shall do any of the following acts:
1. Luring customers, concluding a deal with consumers, or interfering with customers' cancellation, etc. of orders or termination of contracts by providing false or exaggerated information or by deceptive means;
<Wholly Amended on Feb. 17, 2012>

Article 32 (Corrective Measures)
(1) Where a business operator does any of the following acts or fails to perform a duty under this Act, the Fair Trade Commission may order him/her to take corrective measures:
2. Any prohibited act falling under any subparagraph of Article 21 (1).
<Wholly Amended on Feb. 17, 2012>

Implications

This decision holds substantial significance as it establishes the principle that a likelihood of consumer misunderstanding alone is sufficient to constitute misleading conduct when a platform's ranking or display practices diverge from consumers' reasonable expectations. At the time, it was common industry practice to withhold ranking mechanisms and to grant preferential exposure based on paid services. The ruling directly confronted this opaque practice and recognized its legal consequences, thereby setting in motion a shift toward stronger transparency and disclosure obligations for platform operators.

First, the ruling accelerated a broader shift toward greater transparency in ranking and recommendation algorithms. The court emphasized that the meaning that consumers typically assign to labels such as "Most Popular," "Best Sellers," or "Premium Selection" must serve as the baseline for evaluating platform's practices. When the criteria used to generate these labels differ from consumer expectations, platforms must clearly disclose that difference. Following the decision, major e-commerce platforms began marking paid placements with labels such as "Ad," "Sponsored," or "Promoted," and introduced visual indicators that distinguish sponsored placements from non-sponsored ones. Thus, in practice, it has effectively become standard for platforms to make paid listing clearly identifiable as advertising so that consumers can recognize it immediately.

Second, the decision placed much stricter constraints on the use of marketing terminology. When products appear at the top of search results only because sellers have paid for advertising or add-on services, calling those placements "Premium Selection," "Best Sellers," or "Recommended" now carries a serious risk of consumer deception. As a result, platforms have increasingly moved away from ambiguous labels and toward more neutral and accurate terms such as "Sponsored Products," "Ad Listings," "Featured Items," or "Special Promotions," which more plainly reflect their commercial nature. Given the strong influence these labels have on consumer decision-making, this represents a meaningful shift in marketplace practices.

Finally, the decision reinforced the legitimacy of active regulatory intervention by the KFTC in matters concerning platform fairness. By upholding both the corrective order and the public announcement order, the court recognized the KFTC's broad discretion to require disclosure of violations through a pop-up notice on the platform's main webpage. The ruling reinforced the KFTC's authority to rely on such orders as a principal enforcement tool, as the measure directly informs users and exerts a stronger impact on corporate reputation and consumer trust than a monetary penalty. This regulatory leverage has encouraged platform operators to review their internal ranking methodology more carefully and to enhance legal risk management. The result has been greater transparency in display and ranking practices, reduced information asymmetry, and, ultimately, stronger consumer protection.

Building a Safer Digital Marketplace:

The Role of the Digital Dispute Mediation Support Team

Jang Seok-Kwon

Head of Digital Dispute Mediation Support Team

Q: *Could you introduce the main functions of the Digital Dispute Mediation Support Team?*

Established in September 2023, the Digital Dispute Mediation Support Team of the Korea Internet & Security Agency (the KISA) is Korea's only ADR body specializing in the digital domain. The Team oversees the operation of the E-Commerce Dispute Mediation Committee (the Committee) and advances policies aimed at ensuring sound market practices and accelerating adoption of AI and digital transformation.

The team's core functions include operating the Committee and mediation panels, improving institutional frameworks for digital dispute resolution, administrating autonomous dispute mediation system, handling of complaints and providing remedies in e-commerce matters, and developing standards for resolving electronic commerce disputes.
In addition, the team engages in international exchange and cooperation in digital dispute resolution, and conducts research and surveys on relevant laws, policies, institutions, and practices. It also conducts education, public outreach, and provides training for specialized professionals. Overall, the team covers the full scope of digital dispute mediation and related policy development.

The E-Commerce Dispute Mediation Committee, which serves as the team's primary operating body, was established in April 2000 pursuant to Article 32 of the 「Framework Act on Electronic Documents and Transactions」. Its mandate is to mediate all disputes relating to electronic documents and electronic transactions, as provided for in Article 33 of the act.

Under the article 32(2) of the act, the Committee is composed of no fewer than 15 and no more than 50 members, including one Chairperson, all of whom are appointed by the Minister of Science and ICT (MSIT). Decisions rendered through the Committee's mediation process have the same legal effect as a 'consent judgment' under the 「Civil Procedure Act」(Article 35.)

The Committee currently comprises 49 members drawn from academia, the legal profession, and relevant public and private institutions. It is organized into three specialized divisions: the e-Commerce Division (B2C), the Peer-to-Peer Electronic Transaction Division (C2C), and the Online Advertising Electronic Transaction Division (B2B).In particular, to address cases that require inter-institutional cooperation, such as peer-to-peer transactions and online advertising disputes, the Committee seeks to establish an interconnected operational framework among relevant institutions and play a leading role in the governance of e-commerce dispute resolution.

Q: *What are the key characteristics of e-commerce disputes, and in particular, what does 'mediation' mean?*

Litigation, as a primary method of dispute resolution, is often time-consuming and costly. Moreover, it focuses on the application of legal doctrines to adjudicate disputes, rather than on facilitating consensus between the parties. Consequently, alternative dispute resolution (ADR), especially mediation-based mechanisms, has been widely adopted in various sectors.

Among alternative dispute resolution mechanisms, including conciliation, mediation, and arbitration, 'dispute mediation' is characterized by its emphasis on mutual concessions between the parties. Dispute mediation allows disputes to be addressed more flexibly than through litigation, and it secures specialized expertise through the direct involvement of field-specific experts.

The e-commerce dispute mediation strengthens the practical enforceability of dispute resolution through its legal effect equivalent to 'consent judgement' and its authority to request relevant data. It also contributes to the formulation of preventive and forward-looking regulatory policies by identifying and anticipating patterns and sources of recurring disputes.

E-commerce dispute mediation covers disputes arising from all transactions conducted through electronic documents, and thus encompasses the full spectrum of e-commerce, including B2B, B2C, and C2C transactions.

For example, disputes involving small merchants and small online advertising intermediaries, or transactions between private individuals, frequently fall outside the scope of consumer protection law, as one party does not occupy the legal status of a consumer. By including these types of transactions within the scope of mediation, we seek to promote a safe trading environment and to effectively protect the public..

Q: *What are the most common types of e-commerce disputes, and how does the Digital Dispute Mediation Support Team address them?*

With the rapid growth of peer-to-peer trading platforms, transactions between individuals have expanded beyond second-hand goods to include a wide range of products, such as newly manufactured items and authenticated luxury goods. Reflecting this trend, the number of dispute mediation cases related to peer-to-peer transactions increased sharply from 906 cases in 2020 to 4,469 cases in 2024.

Such disputes represent a fundamentally new category of transactions, distinct from conventional commercial models in which consumers purchase goods from established merchants. In response, the Committee began mediating disputes arising from peer-to-peer transactions in 2020.

In October 2025, the Committee further institutionalized this effort by establishing the 'Peer-to-Peer E-Commerce Subcommittee,' thereby positioning itself as a specialized dispute resolution body for peer-to-peer electronic commerce disputes.

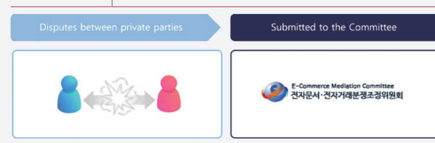
To address disputes arising from peer-to-peer transactions, we have been developing a refined dispute resolution framework. This includes Memorandum of Understanding between KISA and three major second-hand transaction platforms (Karrot Market, Bunjang and Joonggonara) to establish 'autonomous dispute resolution cooperation framework' in March 2022, as well as the formulation of 'Standards for Resolving Peer-to-Peer Transaction Disputes,' finalized on September 30, 2025.

In particular, by encouraging second-hand trading platform operators to address disputes at the initial stage, we have observed tangible benefits, such as greater case-specific fairness, faster dispute resolution, a reduced burden on administrative authorities, and enhanced trust in platform services.

Autonomous Dispute Resolution Mechanism of KISA-Second Hand Trading Platforms

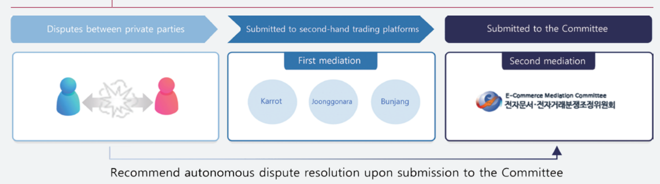
Previous Model

Disputes were submitted directly to the Committee.
- A surge in second-hand trading cases led to longer mediation durations and a decline in service quality.



Improved Model

Disputes are first addressed through initial mediation by second-hand trading platforms, and only unresolved cases are referred to the Committee.
- Improved operational efficiency.
- Enhanced service quality.



Q: With the growth of C2C transactions on second-hand trading platforms, disputes such as refund refusals are increasing. Considering the nature of C2C disputes, are there any guidelines in place for resolving disputes between individuals?

Behind the growth of the peer-to-peer transaction market lies a number of challenges, including risks of personal data breach, lack of effective quality guarantees, absence of platforms capable of conferring trust in sellers, and frequent occurrence of disputes between transaction parties. These factors operate as constraints on the healthy development of the relevant market.

In particular, since traditional consumer protection frameworks are premised on B2C relationships, they offer limited applicability to peer-to-peer transactions, which in turn makes such disputes particularly difficult to resolve. As a result, disputes between individuals must be addressed on the assumption of full legal parity between the contracting parties.To address these challenges, MSIT, the Korea Fair Trade Commission (KFTC), KISA, the Korea Consumer Agency (KCA), and three peer-to-peer trading platforms collaborated to unify fragmented dispute resolution standards across institutions. As a result, the unified 'Standards for Resolving Peer-to-Peer Transaction Disputes' were adopted on September 30, 2024.

Drawing on an exhaustive analysis of roughly 100,000 consultation and mediation cases handled by the Committee between 2021 and 2024, the standards identify general resolution standards for 20 distinct dispute types and further provide specified resolution standards for nine categories of goods, such as electronic devices.

Category	Key Content
General Resolution Standards	[Based on MSIT Standard] Resolution standards are established across 20 transaction types: Posting of listings (5 types) → Direct or delivery-based transactions (9 types) → Contract termination (2 types) → Other categories (4 types)
Specified Resolution Standards	[Based on KFTC Standard] 9 major categories are identified through a comprehensive analysis of the Consumer Dispute Resolution Standards and the types of goods handled by platforms, accompanied by recommended refund rates by time period.

By presenting dispute resolution standards for peer-to-peer transactions based on mediation case precedents, greater consistency in mediation decisions can be achieved, and public predictability in dispute resolution can be enhanced. This is expected to enhance trust in emerging platform industries and improve public convenience.

Q: Are there cases in which a party does not comply with the outcome of mediation, and if so, how are subsequent procedures handled?

Cases in which mediation does not proceed or is not concluded include situations governed by Article 34-2 (Refusal and Suspension of Mediation) and Article 36 (Cessation of Mediation) of the 「Framework Act on Electronic Documents and Transactions」.
Mediation may be refused where the mediation of a dispute has been completed in accordance with other act, where it is deemed inappropriate for the Committee to mediate a dispute in light of the nature of the case, or where an application for dispute mediation is deemed filed for unjust purposes. Mediation may be suspended where a party brings a lawsuit against the other party before the mediation of a dispute finishes.

In addition, the mediation is deemed to have failed where an application for mediation is withdrawn, or any of the parties refuses to participate in the mediation, or where the parties reject a mediation proposal of the Committee.

In peer-to-peer transactions, both parties are individuals and therefore fall outside the scope of consumer protection law. Moreover, unlike business entities, individual parties are not comparatively easier to persuade. As a result, reaching a successful mediation outcome in C2C transactions is generally more difficult than in B2B or B2C transactions.

Nevertheless, the Committee achieved a mediation success rate of 70.3% in peer-to-peer transaction disputes in 2024, and we continue to strive for further improvements based on newly established dispute resolution standards.

Even though we make every effort to encourage parties to participate in the mediation process by providing legal analysis and coordinating their respective positions, in cases where a party nevertheless refuses to participate in mediation, we explain that the dispute must ultimately proceed through civil litigation.

Q: Are there any plans to introduce AI technologies, such as chatbot consultation and type-based classification, for the efficient operation of the Committee's Online Dispute Resolution (ODR) system? Are there any other improvements being prepared for the ODR system?

The Committee has introduced an electronic dispute resolution system, where all procedures, including mediation consultations, application intake, case progressing and outcome tracking, document submissions and decision notifications, are handled online within the system.

Additionally, real-time services for the public are provided through KakaoTalk, but the conversations are currently limited to responding to pre-defined keywords. As a result, there are challenges in offering more advanced services such as automated consultations that reflect the latest AI technologies.

The Committee's goal is to develop an AI-based dispute resolution system, which includes an AI chatbot, an AI mediation outcome prediction system, and a real-time conversational dispute resolution system.

First, the AI chatbot system is designed to understand user context, which could significantly assist in practical dispute resolution functions. This system is expected to overcome the limitations of traditional call center-based services such as long waiting times, difficulty in record retention, and discrepancies in explanations between call center agents.

Next, based on the written descriptions by the disputing parties, the system analyzes factors such as types of dispute and transaction, the cause of dispute, the items involved, and the amounts in dispute, using existing data and dispute resolution criteria to predict potential mediation outcomes through AI.

Finally, a new 'Mediation Talk Room' will be created within the AI dispute resolution system, which allows mediators, secretariat officers, investigative officers, and the involved parties to participate in real-time, online mediation meetings based on live chat.

Although AI technologies have not yet been fully implemented, we plan to develop an AI-driven mediation system that aligns with our role as a specialized dispute resolution institution in the digital sector.

Q: How are electronic transaction disputes involving overseas online platforms resolved, and what procedures and methods are involved?

The Committee has established a cooperative system with relevant agencies in e-commerce including KCA, KISA, the Korea Creative Content Agency, and the Seoul Electronic Commerce Center. We jointly address key issues through quarterly executive committee meetings.

Recently, with the activation of e-commerce platforms such as AliExpress and Temu, related disputes have been steadily increasing. Complaints regarding damage from overseas direct purchasing platforms have also been frequently received, and this was discussed as the major issue at the 2025 executive committee meeting.

However, among the relevant agencies, the Committee specializes in providing consultation and mediation services for disputes between individuals. For general e-commerce consultations, we refer cases to KCA or the Seoul Electronic Commerce Center, and for e-commerce related disputes, we cooperate with the Consumer Dispute Mediation Commission.

In 2025, the executive committee is focusing on operation of the e-commerce consumer damage issue detection system and sharing of related issues. The executive committee shares information on consumer damage issues, including disputes with overseas online platforms, through text message notifications and collaborates on addressing major issues.

In 2026, we plan to hold joint seminars on major issues, continue to focus on disputes related to overseas online platforms, and discuss various cases aimed at preventing consumer damage and ensuring recurrence prevention.

Additionally, the Committee is highly interested in the overseas expansion of domestic companies, such as Karrot Market in Canada. Beyond protecting consumers using overseas platforms, we are continuously exploring ways to support domestic platform businesses in establishing a presence abroad and considering cooperative measures to this end.

Q: What are the strengths and limitations of the South Korean electronic transaction dispute resolution system compared to those of other major countries, such as the U.S., Japan, and the EU? Are there any new systems or policies that should be introduced to create a safer e-commerce environment?

The Committee has established a 'Peer-to-Peer E-Commerce Subcommittee,' focusing on specialized mediation in this area. Additionally, by creating a public-private cooperation framework, we have developed the world's first public-private collaborative autonomous dispute mediation system for peer-to-peer transactions.

Over the years, MSIT, KISA, and three second-hand transaction platforms have worked together on various efforts to establish an autonomous dispute mediation system. These include publishing a guidebook for safe transactions in peer-to-peer e-commerce transactions (April '23), establishing a dispute resolution center for Karrot Market (November '23), holding a working-level meeting between MSIT, KISA, and the three platforms (March '24), creating a dispute linkage system for second-hand transactions (May '24), setting up a dispute resolution center for Bunjang (October '24), and establishing dispute resolution criteria for peer-to-peer transactions (September '25).

The key strengths of our e-commerce dispute mediation system lie in minimizing administrative intervention in the handling of public grievances, respecting the industry's efforts for autonomous settlement, and establishing a system where administrative mediation agencies collaborate cohesively throughout the entire mediation process.

Peer-to-peer transactions, which fall outside the scope of the 「Act on the Consumer Protection in Electronic Commerce」(E-Commerce Act), represent a new type of transaction model based on platforms. Therefore, it is necessary to establish fundamental policies under the E-Commerce Act to address this emerging transaction type.

The Committee will actively work to develop policies for peer-to-peer transactions, including defining them as a new type of electronic transaction, developing consumer protection measures, preventing and redressing consumer harm, establishing basic policies, and conducting statistical surveys to assess the current situation.

Q: *Would you like to share a message with domestic and international readers who are encountering the Digital Dispute Mediation Support Team for the first time through this journal?*

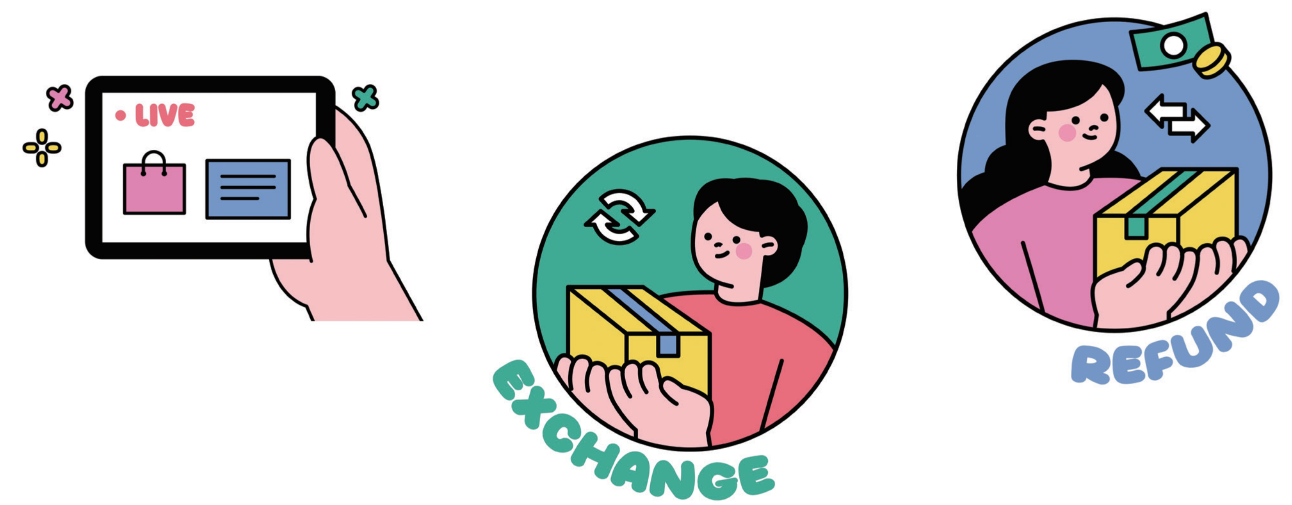
The Digital Dispute Mediation Support Team will continue to make various efforts to foster proper growth through market soundness and to create a safe digital environment in the rapidly accelerating digital market driven by AI and digital transformation.

In particular, various rights infringements and disputes are occurring across multiple sectors, such as electronic transactions, information and communication services, platform usage, data breaches, and malicious use of AI. Recognizing that these issues are being addressed sporadically by different agencies, we will take the lead in establishing a cohesive cooperation framework between agencies.

Specifically, we will create a standardized dispute resolution system based on a system that links consultation, mediation, and the courts. This will allow citizens to resolve disputes through a one-stop process and minimize redundancy and repetitive referrals between agencies, thereby ensuring prompt relief for digital users.

As AI-based disputes are expected to increase along with ongoing policy issues, we will strive to fulfill our role as a dedicated department for digital dispute resolution. We kindly ask for your continued attention and support.

"No Questions Asked, Just Send It Back?" The Right of Withdrawal and the E-commerce Refund Culture in Korea



A Consumer's Paradise Where Even Simple Change of Mind Is Allowed

Many people have experienced the disappointment of ordering a coat online after being enticed by a model's photo, only to find that the size does not fit or the color does not match what was shown. In many countries, consumers would face significant challenges in getting a refund in such cases. A simple change of mind is often not considered a valid reason for a refund, or if it is, it involves complicated procedures and high return shipping costs. As a result, online shopping, while convenient, is often seen as a consumer risk, where the cost of failure is part of the deal.

Unlike elsewhere, Korea stands apart. It is often called a "consumer's paradise" among foreign visitors for its convenient return and refund policies. This is the result of a combination of strong consumer protection laws and e-commerce businesses that prioritize customer satisfaction in a competitive market. Let's take a closer look at this unique refund system and the background behind it, which makes everyday life in Korea so much more convenient.

The 7-Day Golden Window Guaranteed by Law: The Right of Withdrawal

The foundation of Korea's easy and fast refund culture is built on a strong legal framework: Act on the Consumer Protection in Electronic Commerce (the E-commerce Act). According to Article 17 of this act, consumers are entitled to cancel a purchase within 7 days of receiving the product, also known as the right of withdrawal.

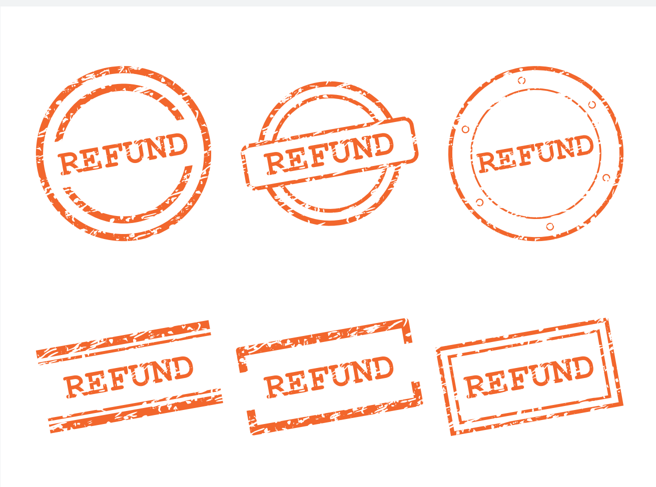
The key feature of this right is that no reason needs to be provided. Even if the product has no defect and was delivered correctly, consumers can cancel the purchase and get a refund simply because they changed their mind. This is an acknowledgment of the inherent limitations of non-face-to-face transactions, where consumers cannot see or touch the product before buying. In this context, the E-commerce Act aims to address the information asymmetry between consumers and sellers and reduce consumer losses from impulse buying.

Furthermore, if the delivered product is not as described in the advertisement or fails to meet the contract terms, the consumer can still cancel the purchase within 3 months of receiving the product or 30 days from noticing the discrepancy. As a result, even foreign residents in Korea can shop online with confidence, as the straightforward cancellation process reduces language barriers and information asymmetry, ensuring full protection through strong legal safeguards.

Innovation Beyond the Law: Refund Policies Driven by Customer Needs

While the law sets the minimum standard of 7 days, Korea's leading e-commerce businesses compete by offering innovative services that go far beyond this. E-commerce platforms such as Coupang, Naver, and SSG.com have made refund convenience a core competitive advantage, even surpassing the competition in delivery speed.

– 30-Day Free Return Guarantee: Some platforms offer 30-day free returns and refunds to premium membership members, far exceeding the legal 7-day window. This allows consumers to take their time and make decisions after thoroughly inspecting the product at home, significantly reducing the psychological pressure of online shopping while creating a powerful lock-in effect that keeps customers loyal to the platform.



– "Just Leave It on the Doorstep" Return Policy: The return process in Korea is incredibly simple. While international returns often require complicated communication with the seller, visits to the post office, and printing shipping labels, in Korea, consumers can request returns via an app and simply leave the item at their doorstep. A delivery driver will then come to collect it. This is a seamless, completely contactless service made possible by highly advanced logistics infrastructure.

Smart Shopping Tips and Guidelines

To fully enjoy these benefits, it is crucial to be aware of a few guidelines. Just as rights are guaranteed, responsible consumer behavior is required to maintain a trustworthy e-commerce ecosystem for everyone.

First, understanding return costs is essential. If the return is due to a simple change of mind rather than a product defect or incorrect delivery, the principle is that the buyer bears the round-trip shipping fee. However, as mentioned earlier, some platforms operate paid membership systems that include free return benefits, allowing members to return items without paying shipping costs.

Furthermore, refunds are not always possible. As seen in Article 17, Paragraph 2 of the E-commerce Act, there are exceptional situations where the right of withdrawal is restricted depending on the consumer's responsibility or the characteristics of the product. Therefore, extra caution is required when purchasing high-value items or perishable goods such as fresh food.

If a seller refuses a refund despite a legitimate reason, do not struggle alone. You can seek assistance from the Korea Consumer Agency (KCA) or the E-commerce Mediation Committee. Recently, the introduction of online dispute resolution (ODR) systems in this resolution process has opened up easier and more convenient paths for redress.

Conclusion: A Safe Shopping Life Based on Trust

Korea's e-commerce environment offers a world-class consumer experience by combining robust legal protections with corporate technological and service innovations. In particular, the flexible refund culture embraces even simple changes of mind, allowing consumers to shop without hesitation. This openness not only improves the shopping experience but also revitalizes the domestic market.

By actively utilizing these advanced systems while living in Korea, you can enjoy a more convenient and safe shopping life. Ultimately, the sustainability of this convenient system relies on mutual trust. By exercising your rights responsibly, you help sustain this virtuous cycle, ensuring that Korea remains a safe and enjoyable shopping paradise for everyone.

Act on the Consumer Protection in Electronic Commerce
Article 17 (Cancellation of Orders)

(1) A consumer who has concluded a contract with a mail order distributor on the purchase of goods, etc., may cancel the contract, etc., within the period provided for in the following subparagraphs (referring to the period agreed by the parties to a transaction, if it exceeds the period prescribed in any of the following subparagraphs): <Amended on Mar. 29, 2016>
1. Seven days from the date of receiving a document on the contents of the contract provided for in Article 13 (2): provided, where the supply of the goods, etc., has been performed after the delivery of a document, seven days from the date the goods, etc., have been supplied, or the supply of the goods, etc., has begun;
2. Seven days from the date he or she knew or could have known the address, where a document on the contents of a contract provided for in Article 13 (2) has not arrived, a document without the address, etc., of the mail order distributor has arrived, or the cancellation, etc., of an order cannot be made within the period set forth in subparagraph 1 due to the change of the mail order distributor's address, etc.;
3. Seven days from the date the interference is ended, where any interference, etc., with cancellation, etc., of orders under Article 21 (1) 1 or 2 has existed.

(2) In any of the following cases, no consumer shall cancel an order, etc., under paragraph (1) against the will of a mail order distributor; provided, where the mail order distributor fails to take the measures under paragraph (6), the consumer may cancel the order, etc., even in cases falling under subparagraphs 2 through 5: <Amended on Mar. 29, 2016>
1. Where the goods, etc., have been destroyed or damaged due to a cause attributable to the consumer; provided, this shall not apply where the package, etc., has been damaged to check the contents of the goods, etc.;
2. Where the value of the goods, etc., has substantially decreased due to consumer's use or partial consumption;.
3. Where the value of the goods, etc., has substantially decreased due to the elapse of time, making resale difficult or impossible;
4. Where the package of copiable goods, etc., has been destroyed;
5. Where the provision of any services or digital content defined in subparagraph 5 of Article 2 of the Framework Act on the Promotion of Cultural Industries has commenced; provided, this shall not apply to the portion for which the provision of such services or digital content has not commenced in cases of a contract comprising divisible services or divisible digital content;
6. Other cases prescribed by Presidential Decree for safe transactions.

(3) Notwithstanding paragraphs (1) and (2), where the contents of the goods, etc., are different from what was indicated or advertised, or have been performed differently from the terms of the contract, the consumer may cancel the order, etc., within three months from the date of receiving the goods, or within 30 days from the date he or she knew or could have known such fact.

Ministry of Justice Co-hosted the 14th Asia-Pacific ADR Conference

The Ministry of Justice, in collaboration with the United Nations Commission on International Trade Law (UNCITRAL), the International Chamber of Commerce (ICC), the Asian Development Bank (ADB), and the Korean Commercial Arbitration Board (KCAB), co-hosted an international conference on the latest trends and future developments in Alternative Dispute Resolution (ADR) from October 28 to 29 at Grand Hyatt Seoul. ADR encompasses dispute resolution procedures conducted outside of court litigation, including arbitration and mediation.

The 14th Asia-Pacific ADR Conference, held on October 29, was convened under the theme "Achieving Excellence in Arbitration." The conference examined the challenges currently facing arbitration procedures and explored solutions that would enable arbitration to embrace diverse values such as efficiency, autonomy, and fairness in today's rapidly evolving global environment.

Approximately 400 international arbitration experts, government officials, and representatives from international organizations attended this year's conference. Notable participants included Ms. Donna Huang, Regional Director for North Asia at the ICC, and Ms. Joanne Lau, Secretary-General of the Hong Kong International Arbitration Centre (HKIAC). The conference featured sessions addressing key topics such as "Efficiency vs. Autonomy: Exploring Directions in Recent Arbitral Institution Rule Amendments," "Arbitration from a User Perspective: What Works and What Doesn't," "Modernizing International Arbitration: How Tribunals Can Drive Innovation," "Emerging Disputes: Is Arbitration Ready for Changing Circumstances?" and "Finality vs. Fairness: Does Arbitration Need an Appellate System?"

In his keynote address, Minister of Justice Sung-ho Jung acknowledged the difficulties surrounding arbitration procedures, including increased time and costs associated with international arbitration. He expressed his expectations that this conference would present "the principles and values necessary for arbitration to establish itself as an efficient dispute resolution model befitting the new era."

On October 28, the Ministry of Justice-UNCITRAL Special Session was held, inviting government officials from seven Central Asian developing countries to discuss the current status and future direction of ADR-related international norms in civil law jurisdictions. The session conducted in-depth analysis on how UNCITRAL arbitration and mediation standards, including the Singapore Convention on Mediation, could contribute to dispute resolution in civil law countries. Participants also examined developments in dispute resolution procedures for the digital age, including the recognition and enforcement of electronic arbitral awards.

The Ministry of Justice stated that it would continue its institutional reform efforts to promote the development of the ADR industry, including pursuing legislation to implement the Singapore Convention on Mediation and expanding educational programs to cultivate arbitration professionals. Furthermore, the Ministry expressed its commitment to positioning the Republic of Korea as a hub for international dispute resolution.

Seoul Immigration Office Holds 12th Hanmaeum Walking Festival and Joint Government Grievance Consultation

On October 19, the Seoul Immigration Office of the Ministry of Justice (Commissioner Ban Jae-yeol) and the Healthy Society Movement Headquarters (Chairman An Chang-young) jointly hosted the "12th Hanmaeum Walking Festival and Joint Government Grievance Consultation" at Banghwa Neighborhood Park (Gaehwasan Dulle-gil Trail) in Gangseo-gu, Seoul. Since 2011, this annual event has been held every October in accordance with the purposes of the Act on the Treatment of Foreigners in Korea, with the aim of creating a platform for communication and harmony between Korean nationals and foreign residents while promoting the rights and interests of foreigners residing in Korea.

National Assembly Member Jin Sung-jun (Gangseo-eul), Gangseo District Mayor Jin Gyo-hun, and Sungkonghoe University Vice President Lee Jong-in attended the event to offer their congratulations. The Seoul Immigration Office's honorary ambassadors, including Srong Pheavy, a billiards star who immigrated through marriage, Mapo Lor, a foreign national renowned for traditional Korean pansori singing, and broadcasters Christian Burgos and Saori, also participated in the festivities.

Approximately 900 participants, including foreign residents and local community members, walked together along the Gaehwasan Dulle-gil Trail (3.4 kilometers), which offers panoramic views of the Han River and Gimpo International Airport. Various government agencies, including the Ministry of Justice, Gangseo Police Station, the Ministry of Employment and Labor, the Korea Legal Aid Corporation, and the Seoul Fire and Disaster Headquarters, participated in the event to provide consultations on immigration and residency matters, naturalization name changes and family court proceedings, CPR training, and employment counseling, addressing various issues that foreign residents encounter in their daily lives in Korea.

The Healthy Society Movement Headquarters set up two health screening vehicles and health camp booths, offering free health checkups and consultations in ophthalmology, otorhinolaryngology, dentistry, and traditional Korean medicine, which were met with enthusiastic response. To facilitate communication, interpreters from the Foreign Resident Information Center (☎1345) and nationality restoration volunteer groups provided language support.

The event featured celebratory performances by the Gangseo-gu Multicultural Youth Orchestra, pansori by foreign national performer Mapo Lor, sign language art by broadcaster Saori, and traditional folk songs by international student Lee Jeon-gi. The event concluded with all participants, including immigrant networks in traditional attire, nationality restoration volunteers, the Seoul Immigration Office Social Integration Council, and the Office's honorary ambassadors, gathering on stage to sing "With Love" together, demonstrating a harmonious gathering of unity.

Commissioner Ban Jae-yeol stated, "Currently, approximately 2.74 million foreign nationals are living as our neighbors, and this Hanmaeum Walking Festival holds great significance as it was prepared jointly by foreign residents, local community members, government officials and organizations, the Social Integration Council, immigrant networks, and nationality restoration volunteers." He expressed his hope that "this event served as an opportunity for communication and harmony between Korean nationals and their foreign neighbors," and extended his gratitude to all those who contributed to the event's preparation.

New Internship Program to Strengthen Global Cooperation and Talent Exchange

The Ministry of Justice (MOJ) has introduced a series of new initiatives designed to boost global competitiveness among Korean companies operating overseas. Responding to the growing demand from industry, these measures aim to connect international talent with Korean businesses more effectively, while offering foreign students and graduates broader employment opportunities in Korea.

"K-Trainee" Program

At the heart of these efforts is the newly established "K-Trainee Program." The initiative allows local talents from countries where Korean companies have expanded to take part in internship programs at the companies' headquarters in Korea.

Participants include students enrolled in partner universities overseas (third-year or above in undergraduate programs, as well as master's or doctoral candidates), supported through industry-academic cooperation, and employees already hired by the companies' overseas branches. Through this program, they can gain first-hand professional experience in Korea, deepen their understanding of the corporate culture, and strengthen their technical and practical skills.

For the companies, this program provides direct access to promising local talent who already understand their overseas business environments. By training these individuals at their headquarters, companies can develop professionals who are both globally competent and tailored to their organizational needs creating a powerful source of future growth.

The Ministry of Justice plans to pilot the program for two years in more than 150 Asian nations where Korean firms operate, including Vietnam, China, Thailand, Japan, India, Indonesia, Malaysia, Singapore, and the Philippines, before considering broader expansion.

Simplified Visa Requirements

To further support international recruitment, the MOJ has also relaxed visa requirements for highly qualified foreign graduates. This includes graduates of universities ranked within the world's top 200 institutions (for the nine designated Asian countries, those ranked within the top 1,000 in science and engineering fields) and graduates of foreign universities who majored in Korean studies and achieved the highest level in the Korean language proficiency exam (TOPIK Level 6).

These individuals will now enjoy simplified or even waived visa conditions, giving them greater freedom to seek employment in Korea. The goal is to better align labor market demand with the availability of skilled global talent.

Enhanced D-10 Visa

In addition, the Ministry has enhanced the D-10 (Job-Seeking) visa to make Korea a more attractive destination for international graduates of Korean universities. Previously, holders of this visa could stay for up to two years, but the new policy extends this period to three years. Internship durations have also been lengthened to provide more meaningful job-seeking experiences and opportunities for career development.

Through initiatives like "K-Trainee," Korea aims to transform its international cooperation by supporting the successful career development of foreign talent while enabling Korean corporations to secure the next generation of global leaders.

Automated Immigration Process for Foreign Traveler

The Ministry of Justice (MOJ) has announced a major upgrade to the immigration process at Incheon International Airport, making entry quicker and more convenient for foreign travelers. To address rising passenger numbers and long waiting lines, the Ministry has launched a pilot operation of Automated Immigration Registration Centers directly inside the arrival hall.

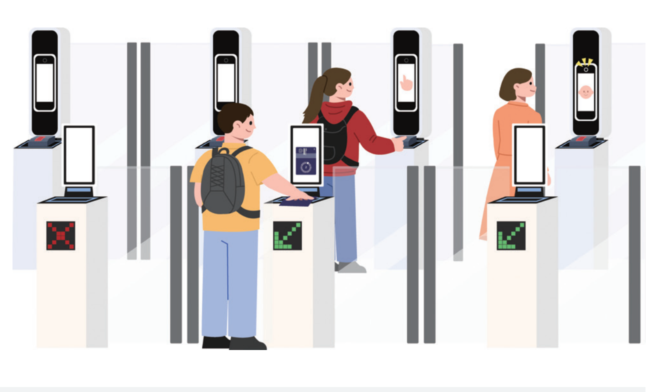
Until recently, foreign visitors who wanted to use Korea's automated immigration gates had to complete registration after clearing passport control at separate immigration offices located outside the airport. This complicated process discouraged many travelers from using the automated option.

Now, through the new pilot program running from November 3, 2025, to January 31, 2026, visitors from Germany, Taiwan, Hong Kong, and Macau (countries and regions that have mutual automated immigration agreements with Korea) can register and use the automated gates immediately upon arrival. At Incheon Airport Terminal 1's F Zone, a dedicated staff unit assists travelers with on-the-spot registration and automated entry from 9 a.m. to 9 p.m.

In a significant move, the Ministry of Justice expanded the list of eligible countries from 4 to 18, effective December 1, 2025. The newly added 14 countries are: the United Kingdom, France, Italy, Finland, Portugal, the Czech Republic, the Netherlands, Hungary, Australia, New Zealand, Mexico, Japan, Singapore, and the United Arab Emirates (UAE).

To further improve accessibility, registration facilities have also been expanded beyond the original west-side center at Terminal 1. Additional centers have opened at the east-side of Terminal 1 and both east and west sides of Terminal 2, giving travelers more convenient options for pre-registration.

The newly expanded automated immigration process enables approximately 40% of all foreign arrivals to pass immigration in a matter of seconds, dramatically easing congestion and making the arrival experience more efficient for millions of travelers.



MOJ plans to closely analyze the results of the pilot project through January 2026 before determining whether to expand similar registration centers to airports nationwide.

The 19th Together Day

The Ministry of Justice hosts the annual Together Day Festival to celebrate multiculturalism in Korea and promote harmony between Koreans and foreign nationals. Since its inception in 2008, Together Day has become a key event dedicated to fostering coexistence and cultural respect among diverse communities.

Every year on May 20th, Together Day is celebrated as a festival to promote cultural respect and harmony. Designated as a national commemorative day in 2007, the event has been held annually since 2008, organized by the Ministry of Justice.

The 19th Together Day Festival will be held in May 2026, and the event is expected to bring together immigrants and local residents to foster multicultural unity, spreading the message of mutual understanding and coexistence. Various events are anticipated to take place across the country, further promoting cultural exchange and respect.

The 63rd Law Day

The Ministry of Justice will hold the 63rd Law Day ceremony in April 2026. At this event, there will be an opportunity to reflect on the importance of the rule of law and the dignity of the law, as well as to recognize individuals who have contributed to the enhancement of legal culture and the development of society.

Law Day, a national commemorative day established to enhance public awareness and respect for the law, is celebrated annually on April 25th in South Korea to honor the importance of the rule of law, human rights, and social justice.

The day was originally adopted in 1964, with May 1st initially designated as Law Day. In 2003, the date was moved to April 25th to mark the enactment of Korea's first modern court law in 1895. Today, Law Day serves as a symbol of respect for the rule of law and the ongoing development of Korea's legal system.

Law Day serves as an important reminder of the values that support South Korea's legal system and its ongoing efforts to strengthen justice and equality for all citizens.

Government Departments

Anti-Corruption & Civil Rights Commission
http://www.acrc.go.kr/eng/index.do
82-44-200-7151~6

Constitutional Court of Korea
http://english.ccourt.go.kr/
82-2-708-3460

Fair Trade Commission
http://eng.ftc.go.kr
82-44-200-4326

Financial Services Commission
http://www.fsc.go.kr/eng/index.jsp
82-2-2156-8000

National Assembly Law Library
http://law.nanet.go.kr/eng/index.do
82-2-788-4111

Judicial Research & Training Institute
http://jrti.scourt.go.kr/
82-31-920-3114

Korea Communications Commission
http://eng.kcc.go.kr/user/ehpMain.do
82-2-500-9000

Korea Consumer Agency
http://english.kca.go.kr/index.do
82-43-880-5500

Korea Customs Service
http://english.customs.go.kr/
82-1577-8577

Ministry of Food and Drug Safety
http://www.mfds.go.kr/eng/index.do
82-43-719-1564/ 82-1577-1255

Korean Intellectual Property Office
http://www.kipo.go.kr/kpo/user.tdf?a=user.english.main.BoardApp&c=1001
82-42-481-5008

Korea Law Service Center
http://law.go.kr/LSW/main.html
82-2-2100-2520
(Ministry of Government Legislation)/
82-2-2100-2600
(Legislative Research Services)

Korea Meteorological Administration
http://web.kma.go.kr/eng/index.jsp
82-2-2181-0900

Korean Bar Association
http://www.koreanbar.or.kr/eng/
82-2-3476-4008

Korean Library Information System Network
http://www.nl.go.kr/kolisnet/index.php
82-2-590-0626

Korean National Police Agency
http://www.police.go.kr/eng/index.jsp
82-182

Ministry of Agriculture, Food and Rural Affairs
http://english.mifaff.go.kr/main.jsp
110 (from Korea) / 82-2-6196-9110 (from overseas)

Ministry of Culture, Sports and Tourism
http://www.mcst.go.kr/english/index.jsp
82-44-203-2000

Ministry of Education
http://english.moe.go.kr/enMain.do
82-2-6222-6060

Ministry of Employment and Labor
http://www.moel.go.kr/english/main.jsp
82-52-702-5089 (National Labor Consultation Center)
82-44-202-7137 (International Cooperation Bureau)
82-44-202-7156 (Foreign Workforce Division)

Ministry of Environment
http://eng.me.go.kr/
82-44-201-6568 / 82-1577-8866

Ministry of Foreign Affairs
http://www.mofa.go.kr/eng/index.do
82-2-2100-2114

Ministry of Gender Equality and Family
http://www.mogef.go.kr/eng/index.do
82-2-2100-6000

Ministry of Government Legislation
http://www.moleg.go.kr/english
82-44-200-6900

Ministry of Health and Welfare
http://www.mohw.go.kr/eng/index.jsp
82-44-202-2001~3

Ministry of Justice
http://www.moj.go.kr/moj_eng/index.do
82-2-2110-3000

Ministry of Land, Infrastructure and Transport
http://www.molit.go.kr/english/intro.do
(Day) 82-44-1599-0001, (Night) 82-44-201-4672

Ministry of National Defense
http://www.mnd.go.kr/mbshome/mbs/mndEN/
82-2-748-1111

Ministry of the Interior and Safety
https://www.mois.go.kr/eng/a01/engMain.do
82-2-2100-3399

Ministry of Economy and Finance
http://english.moef.go.kr/
82-44-215-2114

Ministry of Trade, Industry and Energy
http://www.motie.go.kr/language/eng/index.jsp
82-2-1577-0900 / 82-44-203-4000

Ministry of Unification
https://www.unikorea.go.kr/eng_unikorea/
82-2-2100-5722

National Assembly Library
http://www.nanet.go.kr/english/
82-2-788-4211

National Intelligence Service
https://eng.nis.go.kr/
82-111

National Research Foundation of Korea
https://www.nrf.re.kr/eng/index
82-2-3460-5500 / 82-42-869-6114

National Tax Service
http://www.nts.go.kr/eng/
82-2-397-1200 / 82-1588-0560

Network of Committed Social Workers
http://www.welfare.or.kr/
82-2-822-2643

Public Procurement Service
http://www.pps.go.kr/eng/index.do
82-70-4056-7524

Ministry of SMEs and Startups
https://www.mss.go.kr/site/eng/main.do
82-1357

Statistics Korea
http://kostat.go.kr/portal/english/index.action
82-2-2012-9114

Supreme Court Library of Korea
https://library.scourt.go.kr/base/eng/main.jsp
82-31-920-3612~3

Supreme Prosecutors' Office
http://www.spo.go.kr/eng/index.jsp
82-2-3480-2337

The Board of Audit and Inspection of Korea
http://english.bai.go.kr
82-2-2011-2114

The Supreme Court of Korea
http://eng.scourt.go.kr/eng/main/Main.work
82-2-3480-1100

The National Assembly of the Republic of Korea
http://korea.assembly.go.kr/index.jsp
82-2-788-3656

National Library of Korea
http://www.nl.go.kr/english/
82-2-535-4142

VOD Service for Conferences
http://na6500.assembly.go.kr/
82-2-788-3056/2298

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Ministry of Justice

The Rule of Law for Fairness and Compassion

Emblem The Republic of Korea government has changed its official "government identity." The new logo conveys the dynamism and enthusiasm of the country with the three colors of blue, red and white. It echoes off Korea's national flag *Taegeukgi* with the *taegeuk* circular swirl and the blank canvas embodies in white. The typeface was inspired by the font used in the "*Hunminjeongeum*" (1446), the original *Hangeul* text, in consideration of the harmony embodied in the *taegeuk* circle. Starting March 2016, the new logo is used at all 22 ministries including the Ministry of Justice and 51 central government agencies.

Ministry of Justice, Republic of Korea

Vol.48

Recent Trends of Law & Regulation in Korea

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