

CASHCART.IO

CONSUMER PROTECTION POLICY

Introduction

In accordance with R.A. 7394 (**Consumer Act of the Philippines**), R.A. 8792 (**Electronic Commerce Act**), **Joint DTI-DOH-DA Administrative Order No. 01, Series of 2008**, and other consumer and e-commerce laws, Cashcart.io shall undertake to promote the following objectives in providing e-commerce services within the CASHCART Platform: *e-commerce services should be safe, transparent, accessible and sound.*

Cashcart.io supports the policy to encourage a competitive marketplace for e-commerce. Because competition in the e-commerce marketplace helps to improve the services being provided, Cashcart.io will seek to give merchants and consumers:

1. clear information about the price and other features of the Cashcart.io platform and services (*transparent*);
2. easy access to the platform and its various services (*accessible*); and
3. reasonable protection from operational failures and criminal abuse (*sound*).

Cashcart.io acknowledges that competition needs to be on the basis of a level playing field, with sound legal underpinnings and an awareness that, because markets do not always function optimally, some degree of regulation may be needed.

Cashcart.io further understands that efforts should be exerted in aligning its e-commerce services with certain public policy objectives.

General Principles

To achieve the public policy objectives, this Consumer Protection Policy (“Policy”) incorporates key principles: (1) transparency and consumer protection; (2) legal and regulatory environment; and (3) governance and risk management. These principles are intended to help remove weaknesses to create a safe and efficient e-commerce marketplace.

1. Transparency and consumer protection

Cashcart.io’s platform and e-commerce services should be transparent and have adequate consumer protection.

Transparency in e-commerce services, combined with adequate consumer protection, helps to foster a competitive and safe electronic marketplace for consumer products. To enforce this, Cashcart.io should make sure that their consumers have a reasonable holistic understanding of the various products and services offered through the platform.

Cashcart.io firmly believes that full disclosure and utmost transparency are the critical elements that empower the consumer to make informed decisions in their purchases. Thus, supported merchants should provide:

- a. fair, accurate, clear and easily accessible information describing the products or services offered for sale such as the nature, quality and quantity thereof;
- b. fair, accurate, clear and easily accessible information sufficient to enable consumers to make an informed decision whether or not to enter into the transaction; and
- c. such information that allows consumers to maintain an adequate record of the information about the products and services offered for sale on the Cashcart platform.

Consumer protection rules require disclosure of sufficient, clear, accurate, easily accessible information about the terms, conditions and costs of the consumer transaction to enable consumers to make an informed decision. The following key information should therefore be communicated by Cashcart.io and listed merchants to the consumer:

1. Ensure that offering documents / brochures / website / pages of products and services contain the information necessary for customers to be able to make an informed judgment on their purchase of product or service.
2. All key features and risks of the products or services should be highlighted prominently in a succinct manner.
3. Where a product is being offered on a continuous basis, its offering documents, product brochures, and product sites should be updated periodically, as may be necessary.
4. Make available to the customer or user a written copy of the Terms and Conditions (T&C) applicable to the relevant product or service. The T&C must be fully disclosed and explained to the customer before initiating a transaction. The manner of providing this information should give consumers adequate opportunity to review the terms, conditions and costs before entering into the consumer transaction, and allow the consumers to retain a copy of the information.

5. Further, the T&C should have the following
 - a. The full price or cost to the customer including all interest, fees, charges, and penalties, and whether they can change over time, as well as the method of computing;
 - b. Applicable costs not included in the price tag such as delivery, postage, handling, insurance, shipping charges, taxes, and specific reference to any other charges, customs fees and other fees that may be imposed on or collected from consumers shall be stated clearly and explicitly in the T&C. The information shall include notice of any optional ongoing costs, fees and charges, and methods of notification for changes to those costs, fees and charges.
 - c. General information about the operation of the products or services including the customer's obligations and liabilities;
 - d. Cancellation, return, exchange policies, and any related cost, if applicable;
 - e. Actions and remedies which Cashcart.io may take to facilitate the settlement of disputes;
 - f. Procedures to report unauthorized or abusive transactions and other contingencies, as well as the liabilities in such case; and
 - g. Summary of Cashcart.io's complaints handling procedure.
6. The Customer Support staff shall give the customers / users sufficient time to review the T&C of the product or service and should respond to questions and requests for additional information. The Customer Support should make themselves available to answer the questions and clarifications from the client / user.
7. The Senior Management of Cashcart.io should make sure that the Customer Support as well as the Marketing Team who prepare promotional and advertisement should be fully knowledgeable about the various products and services, including legal and regulatory requirements (if any). As much as possible, they should be able to explain the legal and regulatory nuances of these products to merchants and customers.
8. The Customer Support staff shall use a variety of communication channels to disclose clear and accurate information. The preferred communication channels should be sufficiently responsive to address the literacy requirements of the customer/ user.
9. Customers should receive regular updates with relevant information, free of charge in a clear, understandable, comprehensive, and transparent manner.
10. Cashcart.io should provide customers with a proof of the transaction immediately after the transaction has been completed.

2. Transparency by Cashcart.io and listed merchants

Transparency of prices and service features is crucial to the ability of consumers to make informed choices between different services and to the creation of a competitive electronic marketplace. Cashcart.io shall strive to provide such information in easily accessible and understandable forms. As much as possible, such information should include the total price, and the estimated time for delivery of goods or products to the customers.

Merchants and other service providers supported by Cashcart.io shall provide accurate, clear and easily accessible information to identify themselves, which includes but not limited to the following:

- a. Department of Trade and Industry (DTI) and/or Securities Exchange Commission (SEC) registration;
- b. name of the owner/proprietor of a retail establishment in case of a single proprietorship and names of directors and other officers in case of a corporation;
- c. principal geographical address of the merchant, and when applicable, of offices or agents in the Philippines;
- d. website (if any), email address or other electronic means of contact, telephone numbers, of the merchant;
- e. relevant local or foreign government registration/license numbers such as but not limited to the local government unit's permit to operate, Taxpayer's Identification Number (TIN), when applicable;
- f. contact details about any business association or organization membership, when applicable.
- g. Authorized representative or resident agent in the Philippines for purposes of summons.

Cashcart.io should also be clear to the sender if the price or other aspects of the service vary according to, for example, how the merchant is paid (*e.g.* in CCNX or by crediting an account).

3. Advertising and Promotional Materials

Cashcart.io shall ensure that its Marketing and Promotions team ensures the following:

1. The advertising and marketing materials do not make false, misleading, or deceptive statements that may materially and/or adversely affect the decision of the customer to avail of a service or acquire a product.

2. The advertising and promotional materials comply with the R.A. 7394 (Consumer Act of the Philippines), R.A. 8792 (Electronic Commerce Act), Joint DTI-DOH-DA Administrative Order No. 01, Series of 2008 and other applicable consumer and e-commerce laws. In particular, merchants should:
 - h. refrain from engaging in any false, deceptive and misleading advertisement prohibited by the Consumer Act; and
 - i. comply with the advertising and promotion requirements and guidelines for fair marketing and advertising practices issued by various government agencies, including the Department of Trade and Industry (DTI), Department of Health (DOH) and Department of Agriculture (DA), among others.
- h. The advertising and promotional materials are easily readable and understandable by the general public.
- i. The promotional materials are targeted according to the specific types of users to whom products are marketed.

4. Appropriate consumer protection

Cashcart.io makes a conscious effort to enable both merchants and customers to have adequate rights as users of e-commerce services, including dispute resolution procedures. In a dispute resolution procedure, it is acknowledged that the cross-border nature of e-commerce and the cultural as well as language barriers can make such procedures complex.

5. Disclosure of Conflict of Interest

In instances where Cashcart.io envisions a Conflict-of-Interest situation, Cashcart.io shall make the appropriate disclosures in the interest of transparency:

- a. Disclose properly to the consumer prior to the execution of the transaction that Cashcart.io or its staff has an interest in a direct/cross transaction with a consumer.
- b. Advise the limited availability of products to consumers or services to merchants in certain circumstances.
- c. Ensure that adequate systems and controls are in place to promptly identify issues and matters that may be detrimental to a customer's interest.

6. Protection of Client Information

Cashcart.io recognizes that merchants and customers have the right to expect that their commercial transactions, as well as relevant personal information disclosed in the course of the transaction, are kept private and confidential. This is especially true considering the privacy rights of the merchant, customer or user under the Data Privacy Act of 2012.

To ensure this, Cashcart.io shall put in place a well-articulated information security guideline, well-defined protocols, a secure database, and periodically reviewed procedures in handling the personal information of users and clients.

7. Fair Treatment

Cashcart.io shall ensure that clients and users are treated fairly, honestly, professionally, and are not sold inappropriate, extremely highly risky and harmful products and services. The Senior Management should ensure that they have the appropriate resources and procedures in place, internal monitoring, and control mechanisms, to safeguard the legitimate interest of the clients and users.

Cashcart.io ensures that all merchants supported by the platform and engaged in electronic commerce with consumers shall adopt fair and reasonable business practices. Cashcart.io shall, among others:

- a. prohibit merchant from engaging in deceptive, unfair and unconscionable sales acts and practice;
- b. require merchant to honor and accept the responsibilities for consumer product and services under warranties or guarantees statutorily imposed by the Consumer Act;
- c. require merchants to comply with the requirements for consumer product quality and safety standards, among others, for safe and good quality of food, drugs, cosmetics and device under the Consumer Act;
- d. ensure compliance with the requirements for labeling and packaging, including price tag, indicating a fair, accurate and adequate word, statement or information about a consumer product labeling and fair packaging under the Consumer Act;
- e. require merchants to assume liability for defective products and service as may be required under the Consumer Act; and

- f. ensure that merchants comply with other legal requirements imposed by the Consumer Act and other consumer protection regulations.

Cashcart.io shall adopt general rules, such as those addressing ethical staff behavior, acceptable selling practices as well as regulating products and practices where customers are more likely to be offered services that are inappropriate for their circumstances.

Cashcart.io will demonstrate the principle of fair treatment by observing the following:

1. *When making a recommendation / suggestion to a consumer:*

- a. gather, file, and record sufficient information from the customer / user to enable Cashcart.io to list appropriate product or service;
- b. suggest products or services that are in line with the needs/risk profile of the client / user, in a manner that will allow the customer to choose from a range of available products and services that can meet his or her needs and requirements;
- c. ensure that Cashcart.io or its merchants does not engage in abusive or deceptive acts or practices; seek customer feedback for product design and delivery, and use this feedback to enhance product development and improve existing products.

2. *Objectivity:*

- a. Deal fairly, honestly, and in good faith with merchants and customers, and avoid making statements that are untrue or omitting information which are necessary to prevent the statement from being false or misleading.
- b. Present a balanced view when suggesting a product or service.

3. *Institute culture of fair and responsible treatment of merchants and customers:*

- a. Promulgate a Code of Conduct – reviewed and approved by the Board - applicable to all staff, spelling out the organizational values and standards of professional conduct that uphold protection of customers.
- b. Ensure that recruitment and training policies are aligned around fair and responsible treatment of customers and merchants.
- c. Executive officers, managers, and supervisors should review ethical behavior, professional conduct, and quality of interaction with customers as part of staff performance evaluations.

- d. Develop system or internal processes to detect and respond to customer mistreatment as well as serious infractions.
- e. Perform appropriate due diligence before selecting authorized agents/outsourced parties and implement controls to monitor the agents' performance on a continuous basis.

4. *Remuneration Structure:*

- a. Design remuneration structure for Cashcart.io staff and authorized agents in a manner that encourages responsible business conduct, fair treatment and avoidance/mitigation of conflicts of interest.

5. *Effective Recourse*

- a. Cashcart.io shall provide clients, merchants and users accessible, affordable, independent, fair, accountable, timely, and efficient means for resolving complaints with their financial transactions. Cashcart.io should have in place mechanisms for complaints handling and redress. This is further demonstrated by:
 - i. Establishing an effective Consumer Assistance Management System (CAMS).
 - ii. Developing internal policies and practices, including time for processing, complaint response, and customer access.
 - iii. Maintaining an up-to-date log and records of all complaints from customers subject to the complaints procedure which shall contain:
 - a) Details of each complaint;
 - b) date the complaint was received;
 - c) Summary of Cashcart.io's response;
 - d) Details of any other relevant correspondence or records;
 - e) The action taken to resolve each complaint; and
 - f) date the complaint was resolved.
- b. Cashcart.io shall ensure that the information on how to make a complaint is clearly visible in Cashcart.io's premises and websites.
- c. Analyze patterns of complaints from clients or users on a regular basis including investigating whether complaints indicate an isolated issue or a more widespread issue for clients or users. *The analysis / assessment of consumer complaints must be elevated to Cashcart.io's compliance/risk management function.*

- d. Adequate resources should be committed by Cashcart.io to handle consumer complaints efficiently and effectively. Mancom should make sure that the staff handling complaints should have sufficient experience and knowledge to deal with the matters, including a Senior staff in charge of the complaint handling process.

8. Consumer Assistance Management System

As soon as practicable but not later than three (3) months from the effectivity of this Policy, Cashcart.io shall develop a Manual of Policies and Procedures (the “Manual”) in handling consumer complaints, inquiries, and requests from merchants and customers.

The Manual, as a minimum requirement, shall provide for the following:

1. Corporate structure of the Consumer Assistance Team with specified roles and responsibilities/tasks;
2. Capability building for Customer Assistance Team;
3. Consumer Assistance Process and Timeline;
4. Complaint recording/data management system;
5. Risk assessment strategies.
6. Reporting of complaints data to the Board and Mancom;
7. System for evaluating effectiveness of the CAMS; and
8. Glossary of technical components in the Manual.

Resolution of *simple* complaints must be achieved within a seven (7)-day period, in accordance with Joint DTI-DOH-DA Administrative Order No. 01, Series of 2008. A simple complaint is a complaint/request where frontline staff solution or immediate explanation or action can be rendered.

Resolutions of *complex* complaints must be achieved within a 45-day period, also in accordance with Joint DTI-DOH-DA Administrative Order No. 01, Series of 2008. A complex complaint is a complaint/request which needs assessment, verification, or investigation with third-party intervention.

9. Client / User Assistance Channels

Clients may file their concerns through any reasonable means, such as, a centralized web-portal, walk-in or personal visit, letter, email, or telephone.

Cashcart.io maintains a Customer Support Helpdesk or hotline dedicated for customer concerns and service.

As much as practical, Cashcart.io must provide alternative modes of resolution, such as conciliation, mediation and arbitration, to achieve settlement of the issues at Cashcart.io level.

10. Client Assistance Timelines per Joint DTI-DOH-DA Administrative Order No. 01 (2008)

1. Complaint/Request

	SIMPLE*	COMPLEX*
Acknowledgment	Within 2 days	Within 2 days
Processing and resolution (assess, investigate, and resolve}	Within 7 days	Within 45 days
Communication of Resolution	Within 9 days	<u>Within 47 days</u>

* all periods are reckoned from receipt of complaint.

Cashcart.io or its staff cannot disclose to a third-party information acquired from the consumer in all stages of the complaint, except as may be required by the conduct of Cashcart.io’s investigation.

Cashcart.io shall ensure that complaints are investigated by senior officers who are neither directly nor indirectly involved in the matter which is the subject of the complaint.

11. Consumer Education and Awareness

Cashcart.io should introduce consumer education initiatives that give customers and merchants the knowledge, skills, and confidence to understand and evaluate the information they receive and empower them to make informed financial decisions.

Cashcart.io’s Consumer Education Program should take into consideration the following:

1. Establish a clear and defined consumer education and awareness program as part of a wider consumer protection and education strategy and corporate governance.

2. Develop consumer education and awareness program that contribute to the improvement of their users' knowledge and understanding of their rights and responsibilities, basic information and risks of products and services sold online, and ability to make informed purchases decisions and participate in economic activities.
3. Deliver public awareness campaigns and information resources that would teach consumers on certain aspects of the e-commerce consumer protection guidelines.

12. Customer Feedback

Subject to the willingness of the client or user, Cashcart.io shall ask for feedback on the following matters:

1. Overall satisfaction (whether satisfied, somewhat satisfied, or dissatisfied);
2. Processes needing improvement;
3. Personnel needing improvement; and
4. any suggestions for improvement.

Customer feedback may be obtained through a feedback form/customer satisfaction survey available for walk-in complainants, in the website, or through a voice logger system.

13. Complaints Recording and Data Management

Cashcart.io shall maintain copies of the complaints/requests received, including supporting and other relevant documents, within a period of two (2) years from date of resolution.

14. Consumer Protection Oversight Function

The Board of Directors (Board) of Cashcart.io is ultimately responsible in ensuring that consumer protection practices are incorporated in the business operations. Cashcart.io adheres to the highest service standards and adopts a culture of fair and responsible dealings in the conduct of their business through the adoption of this Framework, having in mind Cashcart.io's corporate structure, operations, and risk profile.

15. Role and Responsibility of the Board and Senior Management

The Board and the Senior Management shall be responsible for developing the Cashcart.io's consumer protection strategy and establishing an effective oversight over various consumer protection programs. The Board is primarily responsible for approving and overseeing the implementation of these consumer protection policies as well as the mechanism to ensure compliance with said policies.

While the Senior Management is responsible for the implementation of the consumer protection policies approved by the Board, the Board shall be responsible for monitoring and overseeing the performance of the Mancom in managing the day-to-day consumer protection activities of Cashcart.io.

The Board and the Senior Management should stress to all employees that Cashcart.io and its responsible officers will be exposed to enforcement actions from the Department of Trade and Industry to implement corrective measures and impose sanctions in case of failure to comply with consumer protection laws and regulations.

The Senior Management should further instill discipline to Cashcart.io's employees and penalize misbehaviors or infractions to serve as deterrent to the commission of violation of consumer protection laws and regulations.

16. Consumer Protection Risk Management System

Cashcart.io shall develop a Consumer Protection Risk Management System (CPRMS), to identify, measure, monitor, and control consumer protection risks associated in various products listed on its platform and in its business operations in general. The CPRMS is designed to ensure that Cashcart.io adheres to consumer protection standards of conduct and complies with consumer protection laws, rules and regulations, with the hope of avoiding or mitigating harm or loss to merchants, customers, and users.

The Board is responsible in developing and maintaining a sound CPRMS that is baked into the overall framework of Cashcart.io's services. The Board and Senior Management will periodically assess the effectiveness of the CPRMS, the process how findings are reported and whether the audit mechanisms enable adequate oversight.

The Board and Senior Management are committed in ensuring that sufficient resources are devoted to the consumer protection program of Cashcart.io.

[INSERT CASHCART LOGO HERE]

17. Internal Audit Function

Independent of the compliance function, Cashcart.io's internal audit function should review its consumer protection practices, adherence to internal policies and procedures, and compliance with existing laws, rules and regulations. Cashcart.io's internal audit should include the Consumer Protection Audit Program – designed to assure that the Board or its specific committees are able to assess the effectiveness of implementation in meeting the established consumer protection objectives.

18. Training

Cashcart.io will organize education and training of customer-facing staff and Operations staff about consumer protection laws and regulations that are essential to maintaining a sound Consumer Protection Compliance Program. These trainings are intended to reinforce and assist in enforcing consumer protection policies and procedures.

Approved: 01 March 2019

Noted by:

FRUVY RIVERA
CEO & President, Cashcart.io

NOTHING FOLLOWS