

Consumers' Basic Rights

The Consumer Protection Act B.E. 2522 as amended by the Consumer Protection Act (No.2) B.E. 2541 has prescribed the consumer's rights of protection as 5 followings:

1. The right to receive correct and sufficient information and description as to the quality of goods or services, which includes the right to receive correct advertisement or label presenting with no harm to the consumer, as well as, the right to be aware of product or service's information correctly and sufficiently for purchasing such product or service without unfairness.
2. The right to enjoy freedom in selecting goods or services, which includes the right to select and purchase goods and services without unfair inducement.
3. The right of safety in using goods or services, which includes the right to receive safety product or service with the proper standard of the use, not to be harmful to life, body, or property in case of following the instruction or being careful on the condition of such product or service.
4. The right to a fair contract, which includes the right to receive the agreeing provision without advantage taking by the business operator.
5. The right to have the injury considered and compensated, which includes the right to receive the protection and compensation against the infringement in accordance with this clause 1, 2, 3, and 4 as mentioned.

In addition to the Bank of Thailand stipulated the notification in line with the consumer's right of protection which is the principle on Market Conduct regulatory and determined principle including standard guideline minimum and behavior example to executed of the Bank.

1. A customer to be ensure the Bank is emphasized the service to customer fairly honestly and does not exploit.
2. A customer get advice appropriately and explicitly.
3. A customer receive products and services both price and condition fairly.
4. A customer use services expediently and solve the problem properly.
5. The Bank assist a customer's right understanding and responsible by themselves.

However, the regulations are stipulated in line with the Securities and Exchange Commission (SEC) re: Sale and service process for products on capital market, unit trust and debt instrument guideline to decrease obligation for the facilitator and all products in line with the regulatory.

For going forward the business sustainably include managing appropriately and consumer's protection, the Bank proceed the business consistent with Law and regulation. The Bank realize and giving precedence the consumer's right protection and market conduct. A customer could be use products as purpose when a customer get products information and service value including consumer handling channel.