



*Any consuming queries
or advice needed*

Please contact the
Direct Selling and
Direct Marketing
Division, Bureau of
Legal Affairs and
Litigation

Tel: +66 2141 3420-3



Once the suffering or damage
has been attributed to the enterprises,
the complainant can file the complaint
as follow:

Central (Bangkok)

Office of the Consumer Protection
Board (OCPB)
Address: The Government Complex
Commemorating His Majesty the King
B Building 5 fl. Chaengwattana Rd.,
Laksi, Bangkok 10210
THAILAND

Local Area

Sub-Committee on the
Provincial Consumer
Protection at Provincial Hall,
District Administration,
Municipality Office,
Sub-district Administrative
Organization
for the whole country



Alternatively,
the consumers
may receive
a complaint form
at any 7-11 , fill out
the complaint
together with
the evidences
and submit to
the OCPB by post
with free of charge.

The consumer may file
the complaint or
receive more
information through
the internet.
Email:
consumer@ocpb.go.th
or by the Online
Complaint Service
www.ocpb.go.th

Hotline: 1166



The Consumer Protection in accordance with the Direct Selling and Direct Marketing Act

B.E. 2545 (2002)



OCPB
Thailand

The Consumer Protection in accordance with the Direct Selling and Direct Marketing Act B.E. 2545 (2002)

Due to direct sales strategy for goods and services whether at home, in the work place or any other place where it is not usual to conduct business with description or demonstration through an independent seller or direct service agent, which could affect the consumer's discretion. Moreover this includes other businesses involved with media and communication in order to have a direct sale to the consumer. These media include publications and Electronic information. The Direct Selling and Direct Marketing Act protect consumers who are in remote areas and would like to purchase goods and services.



It also prohibits direct sales and marketing, from encouraging or assembling a business network, such as Pyramid Schemes. This approach is a marketing strategy in which the sales force is compensated not only for sales they personally generate, but also for the sales of the other sales people that they recruit. This recruited sales force is referred to as the participant's downline, and can provide multiple levels of compensation. This falls into the

category of public fraud and scams resulting to take an advantage of the consumer.

As a result, the OCPB has the Direct Selling and Direct Marketing Act B.E. 2545 (2002) and the Act (No. 2) B.E. 2550 (2007) in order to control the fair treatment on direct sales and marketing and protect the interests of the consumer.

To avoid any confusion by consumers the OCPB distinguishes between direct sales and pyramid selling as follows;

Differences between the direct sale according to the law and the pyramid selling	
Legal Direct sale	Pyramid selling
1. Registration is needed	1. No requirement for registration The location is uncertain
2. Membership, training, material for supporting sale fees shall be provided whereas the sales force is inapplicable	2. The fee shall be charged or the member shall be required to join the business network by way of high volume of purchase
3. The key income of the independent seller/ the direct service agent shall depend on the volume of goods and services trading	3. The key income of the members are not based on the volume of purchase but the sales of the other salespeople that they recruit
4. The entrepreneur in direct sale shall oblige to receive any goods or material for supporting sale once the independent seller would like to return	4. Considerably, there is no return policy
5. The consumer can terminate the contract within 7 days since the goods and services is delivered while the entrepreneur in direct sale shall oblige to fully refund for the purchasing amount of the consumer	

