



Telecommunication  
Development Bureau (BDT)  
Regional Office for Asia and the Pacific



Ref.: BDT/ROASP/2021 - 296

Bangkok, 26 October 2021

- Administrations of ITU Member States in the Pacific Island Countries
- National Regulatory Authorities in the Pacific Island Countries
- ITU-D Sector Members in the Pacific Island Countries
- Regional Organizations in the Pacific Island Countries
- United Nations and specialized agencies in the Pacific Island Countries

Subject: **Invitation to the Webinar Consumer protection in the digital age, data privacy and protection for Pacific Island countries, 23 November 2021 from 11:00 to 13:00 hrs Bangkok Time (GMT+7)**

Dear Sir/Madam,

I am pleased to invite you to the webinar on Consumer protection in the digital age, data privacy and protection for the Pacific Island countries, to be held virtually on 23 November 2021 from 11:00 to 13:00 hrs Bangkok Time (GMT+7).

Consumer protection, including data protection and privacy, has been a growing concern in the Pacific, as expressed by member countries in their recent communications with ITU. With evolutions in technologies, and the wide availability of smart phones to access the Internet, the consumers can now use many different platforms and services such as e-commerce, digital financial services, social media, e-health and e-education, among others. These services collect data, apply different technologies (big data analytics, artificial intelligence and machine learning to name a few), make decisions, and process and store information about the users collectively and at times individually as the services are used. This has further added complexity to the existing consumer protection frameworks. There is a greater need to approach consumer protection holistically in light of the new digital services and emerging technologies. In this backdrop, the ITU Regional Office for Asia and the Pacific is organizing the Webinar to bring in experts to share international best practices and discuss the way forward.

The latest agenda, the detailed concept note and registration information are available at: <http://www.itu.int/go/OR1U>. The zoom link to attend the Webinar will be sent to all registered participants closer to the event date. In the meantime, please contact my colleague Mr. S. Ismail Shah, ITU Area Representative for Southeast Asia and other Member States in Asia and the Pacific, at [ismail.shah@itu.int](mailto:ismail.shah@itu.int) for any assistance or questions.

We hope that the Webinar will pave the way to accelerated and safer digital inclusion in the Pacific countries and beyond.

I look forward to your participation.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Atsuko', written in a cursive style.

Atsuko Okuda  
Regional Director