

THE LEGAL FRAMEWORK OF E-COMMERCE IN GREECE

Panagiota S. Fasouli

Ministry of Tourism - Graduate of National School of Public Administration
Athens, Greece

Konstantinos Siassiakos

Teaching Staff Member (SEP), Hellenic Open University
Greece

Kanellos S. Toudas

Adjunct Lecturer, National Kapodistrian University of Athens
Athens, Greece
kstoudas@gmail.com

ABSTRACT

The rapid development of Internet and its establishment, as a mean of communication with great potential, leads to an increased interest in exploring the aspects that govern its operation. Starting from the idea that the internet is greatly related to consumption as well as the fact that electronic commerce is a form of market very important for the globalized economy, in the paper an attempt is being made to analyze the legal and institutional framework of electronic commerce in Greece. In the paper the related with internet and e-commerce framework is being recorded, an effort is made to identify its difficulties and distortions, while considering the possibility of improving it for the benefit of both businesses and consumers. Motives for this study were the use of the Internet that is increasing daily, the increasing volume of products being sell through the Internet, the use of the Internet in order for the potential buyers to reach information and products and also the need to strengthen the competitiveness of Greek industry / businesses and also to be able to provide accurate information and protection to businesses and consumers who meet online.

Regarding the paper's methodology, there has been research to the related bibliography as well as a research on the internet. The paper's sources are:

Greek bibliography regarding the legal framework of e-commerce

Greek bibliography regarding the legal framework of the Internet

Scientific studies of Greek organizations

Research and data recovery from websites of Greek and international organizations (EU, OECD, Consumer's Ombudsman, Hellenic Statistical Authority etc.)

The legal framework that regulates the e-commerce as well as the consumer's protection consists of a great amount of legislative texts (laws, decrees etc.) that makes it multifarious and labyrinthine. The great extension of the legal framework is understandable given the fact that Greece is an EU state member and at the examined and interrelated areas we find the conjunction of national and European law. This paper presents the legal framework for a) Telecommunications, b) E-Commerce, c) Consumer Protection d) Protection of Personal Data, and e) for specific issues such as Cryptographic Systems – E-Signature and E-Banking, given the fact that there are distinct sectors (at least in terms of law) and are all linked directly and inextricably to the Internet and e-commerce in particular. Furthermore an attempt is made (due to the multitude of organizations and agencies involved in this field) to record the relevant institutional framework.

Key words: Internet, World Wide Web, electronic commerce, innovation, competition, competitiveness, consumer protection, transaction security, reliability.