



E-Commerce in Argentina

Overview:

In 2008, Argentina had the third highest absolute number of internet users in Latin America (after Brazil and Mexico), according to Internet World Stats, but the second highest penetration rate (after Chile). The National Statistics and Census Institute reported that approximately 43% of Argentina's residential Internet users are in Buenos Aires.

Two and a half million Argentines made purchases online in 2007, spending an average of approximately US\$350 (2007 dollars), according to Prince and Cooke, a domestic research firm. Technology is the top selling sector online, while home appliances, handicrafts, financial services, retail products, and tickets are purchased to a lesser extent, reports the Economist Intelligence Unit (EIU). Argentines rarely purchase goods from abroad using the internet. The majority of imports that do result from e-commerce are for books (which are tax free) and compact disks, according to EIU. There are no specific taxes for e-commerce transactions.

Argentines lack confidence in online transactions, according to the U.S. Commercial Service's 2009 report *Doing Business in Argentina*. Therefore, while many people shop online, a large percentage of internet users purchase products through traditional channels after consulting the internet. Individuals in the interior of the country are more accepting of online sales, likely due to the more limited variety of products there.

Statistics:

E-Commerce Sales

Online Purchases of Goods and Services

Year	2008	2009	2010*
Billions USD (2009 dollars)	\$1.33	\$1.38	\$1.71

*Estimate

Source: Prince and Cooke

Technological Readiness

The World Economic Forum's *Global Competitiveness Report* for 2009 ranked Argentina 68th out of 134 economies in terms of technological readiness, an improvement of 8 places from 2008. Argentina was 10th among the 22 ranked Latin American and Caribbean nations.

Internet Use

11.2 million Argentines used the internet in 2008 (28 percent of the population), though only 9.4 percent were internet subscribers, according to the International Telecommunications Union.

Registering a domain name:

Domain names are registered by the Network Information Centre Argentina within the Ministry of Foreign Affairs, International Trade and Culture. Registration can be completed online at <http://www.nic.ar> and is first-come-first-serve. The government announced in 2006 that it plans to begin charging a fee for Argentine domain names (.ar). However, as of August 2009, registration was free. Only foreign companies with a legal residence in Argentina can register an ".ar" domain name. Argentine courts have ruled that the owner of a trademarked brand has a right over the corresponding domain. Enforcing this ruling often takes several months.

Data Privacy Policies:

LAW(s)/REGULATION(s)	NEW DEVELOPMENTS	KEY DETAILS	GOVERNMENT CONTACT
<p>Law for the Protection of Personal Data (LPDP) of 2000 Link to Law</p> <p>Article 43 of the Constitution</p>	<p>National Data Base was launched in 2005. Any person or entity creating files of personal data must register</p> <p>In 2006, the Data Protection Authority (DNPDP) established three levels of security for data protection based on the type of information held and penalties for non-compliance with security standards. In 2008, the DNPDP published a self-assessment compliance form.</p>	<p>Law based on the EU Directive and the Spanish Data Protection Acts Ensures notice, purpose limitation, data quality and security. Requires express consent for sensitive information. Guarantees right to access, correct, block, or update data. Requires database registration.</p> <p>Enforced by national commissioner Requires foreign "adequacy" and meets EU "adequacy" standard Article 43 provides habeas data right</p>	<p>Dirección Nacional de Protección de Datos Ministry of Justice Teléfonos: 54-11-4383-8512 al 4383-8515 infodnppd@jus.gov.ar http://www.jus.gov.ar/dnppdnew/</p>

Contacts:

American Chamber of Commerce; Tel: (54.11) 4371-4500; Internet: <http://www.amchamar.com.ar>

Argentinean Chamber of Information Technology Firms (Cámara de Empresas de Tecnologías de Información de Argentina—CESSI); Tel: (54.11) 5217-7802; Fax: (54.11) 5258-2822; Internet: http://www.cessi.org.ar/main_en.htm

Cámara Argentina de Comercio Electrónico—CACE; Tel: 54 (11) 5917-7435; Internet: <http://www.cace.org.ar/>

Camara Argentina de Internet - CABASE; Tel: (54 11)4326-0777; Internet: <http://www.cabase.org.ar/>

Dirección Nacional de Protección de Datos Ministry of Justice, Tel: 54-11-4383-8512; Internet: <http://www.jus.gov.ar/dnppdnew/>

Ministry of Foreign Affairs, International Trade and Culture (Ministerio de Relaciones Exteriores, Comercio Internacional y Culto); Tel: (54.11) 4819-7000; Internet: <http://www.cancilleria.gov.ar/portal/index.html>

U.S. Foreign Commercial Service; Internet: <http://www.buyusa.gov/argentina/en/>

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