



E-Commerce in Chile

Overview:

The environment for e-commerce in Chile is more advanced than in other Latin American nations, according to the Economist Intelligence Unit, due to greater use of credit cards, personal computers, and the Internet. E-commerce related activities were valued at \$14.5 billion in 2008, according to a study done by the Santiago Chamber of Commerce's Digital Economy Center. Of this, business-to-consumer (B2C) activity accounted for US\$380 million, while business-to-business (B2B) activity was approximately US\$14 billion. These levels represent a 20 percent increase in overall e-commerce since 2007.

A survey by the Interactive Advertising Bureau in Chile found that 33 percent of respondents were concerned about security when making online purchases. The same survey found that 92 percent of respondents researched products online before buying them in local stores. While leading local department-stores have an online presence, online sales still account for less than three percent of total sales.

The consumer rights law of 2004 covers e-commerce. The law allows consumers to cancel an online purchase within ten days. The law also addresses spam, allowing only one unsolicited email to any individual and requiring that the sender provide a working email address through which the individual can request that no additional emails be sent. Laws 19,799 and 19,233 govern electronic signatures and e-commerce fraud, according to the Economist Intelligence Unit. Chile does not have specific taxes for goods purchased via the Internet. Goods purchased online are subject to the same taxes as all others, including relevant import tariffs.

Statistics:

E-Commerce Sales

Business to Consumer E-Commerce Sales in Chile 2003-2007								
	2001	2002	2003	2004	2005	2006	2007	2008
Millions \$USD	\$31	\$40	\$61	\$80	\$173	\$250	\$300	\$380
% Change		29%	53%	31%	116%	45%	20%	27%

Source: Santiago Chamber of Commerce

Technological Readiness

The World Economic Forum's *Global Competitiveness Report* for 2009 ranked Chile 42nd out of 134 economies in terms of technological readiness, placing it 2nd among ranked Latin America and Caribbean nations. Its closest competitors were Barbados at 41st and Brazil at 46th.

Internet Use

Forty-eight percent of Chileans used the internet in 2008, according to a survey conducted by the Digital Economy Center of the Santiago Chamber of Commerce. In December 2008, there were 1.45 million internet connections reflecting an individual penetration rate of 8.6%, a home penetration of 32.4%, and an increase of 7% from the previous year, according to Chile's Ministry of Transportation and Telecommunications.

Data Privacy Policies:

LAW(s)/REGULATION(s)	KEY DETAILS	NEW DEVELOPMENTS
Law for the Protection of Private Life Link to Law (Spanish)	Establishes rules for the handling of data in the public and private sectors and in financial and health industries. Establishes rights to access and correction. Databases in Chile must be registered. Individual responsibility for enforcement via courts. Law does not establish a data protection authority or restrictions on international transfers.	Endorsed APEC's 2005 Privacy Framework At the 2009 APEC Forum in Singapore, announced plans to create a government authority for privacy and transparency

U.S. Trade Agreement:

The Free Trade Agreement between the United States and Chile, signed in 2003, contains a chapter on electronic commerce. This chapter highlights the importance of electronic commerce between the United States and Chile and the need to work together to overcome impediments to it. The agreement notes the importance of sharing information related to regulations on data privacy, cyber security, and intellectual property rights. [Link to E-commerce Chapter](#)

E-Commerce Certification:

The Santiago Chamber of Commerce created an e-commerce certification program known as E-cert Chile to reduce the uncertainty surrounding online purchases. This certification company issues digital certificates guaranteeing the identity of both parties to an electronic commerce transaction and safeguarding the integrity of the goods transacted.

Domain Registration:

Chilean domain names (".cl") are assigned and registered by Nic-Chile at <http://www.nic.cl/>. Registration fees vary depending on the length of time of registration. The fee for the shortest period, two years, is approximately US\$37 in 2009. Foreign companies can register a domain name in Chile, but must have a local presence to do so. The Internet Assigned Numbers Authority (IANA) regulates the recording of domain names. If there is a conflict over a domain name, arbitration is required. Registration at the trademark department is the main criteria for determining who has a claim to a given domain name.

Contacts:

American Chamber of Commerce Chile; Tel: (56-2) 2909700; Internet: <http://www.amchamchile.cl/>

Foreign Investment Committee (Comité de Inversión Extranjera); Tel: (56.2) 698-4254; Fax: (56.2) 698-9476; Internet: <http://www.foreigninvestment.cl>

Industry and Trade Confederation (Confederación de la Producción y del Comercio—CPC); Tel: (56.2) 231-9764; Fax: (56.2) 231-9808; Internet: <http://www.cpc.cl>

Intellectual Property Registry (Registro de Propiedad Intelectual); Tel: (56.2) 222-2663; Fax: (56.2) 635-2268. Internet: <http://www.chileclic.gob.cl/1542/article-46526.html>

NIC-Chile, (Registry of Domain Names); Tel: (56.2) 940-7700; Fax: (56.2) 940-7701; Internet: <http://www.nic.cl>

Santiago Chamber of Commerce (Cámara de Comercio de Santiago - CCS); Tel: 56 2 360 7000; Internet: www.css.cl

U.S. Foreign Commercial Service; Tel: 011-56-2-330-3316; Fax: 011-56-2-330-3172; Internet: <http://www.buyusa.gov/chile/en/>

Compiled by Caitlin Fennessy (Office of Technology and E-Commerce, International Trade Administration, U.S. Department of Commerce - 202-482-0396).