E-COMMERCE LAW IN PALESTINE WITH SPECIAL REFERENCE TO APPORTIONMENT OF LIABILITIES

BY

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ABSTRACT

E-commerce allows any buyer to purchase goods from anywhere in the world; it creates a global market of goods in which business and consumers contract with each other electronically. Varieties and brands of goods are bought and sold via the Internet and consumed far away from the point of purchase and the place of manufacture. However, the apportionment of liability becomes uncertain because there are many intermediaries involved. Although the role of each of these intermediaries is clear and known, the apportionment of liabilities of each of them is not necessarily settled. Without clear acknowledgment and understanding of each party's role and responsibility, it is likely that any one party will bear all responsibility. This is because there is no certainty as to the apportionment of liability in the provision of sale of goods via the Internet. This research investigated and examined the nature of liabilities arising out of electronic transactions and the challenges of apportionment of those liabilities. In addition, this research studied Palestinian laws relating to electronic contracts, specifically on the issue of apportionment of liability. It also assessed the laws on apportionment of liabilities under the Shari'ah. Finally, this research came up with recommendations to improve the law on e-transactions in Palestine to effectively define and regulate liabilities of all parties involved in etransactions. This research is a doctrinal research using both analytical and comparative approaches. In addition, the laws of Palestine, other Arab countries, and the European Directives were referred in order to clarify the issues of apportionment of liability in e-transactions in Palestine. It found from this research that the current laws in Palestine are inadequate to regulate the issue of apportionment of liability in electronic transaction. The benefit of this research is to propose recommendations to develop Palestinian laws in order to address the issues of apportionment of liability, in order to contribute to the development of e-commerce in Palestine. In addition, the researcher recommends that Palestinian lawmakers draft or improve the laws that explain the responsibility of all parties in electronic transactions, thus creating necessary the legal means to address problems arising in the e-commerce in Palestine.

ملخص البحث

هناك العديد من الإشكاليات الناتجة عن البيع عبر الإنترنت كالممارسات غير العادلة وعدم عدالة حل النزاعات وأمن المنتجات ونوعيتها وإشكالية تسليم البضائع والمنتجات التي تؤثر على الصحة أو تحتوي على مخاطر الأمان أو عدم تسليم البضائع بعد الوفاء. بالإضافة إلى تمديد الإحتيال والتصرفات غير الأخلاقية كإنكار الهوية والإعلانات الخاطئة والحصول على الثمن دون نية التسليم ومشاكل الخصوصية. وعدة مشاكل متعلقة بوسائل الوفاء الإلكتروني كالفقدان والأخطاء والصفقات غير المخولة. أدى وجود الإنترنت إلى استهلاك البضائع بعيداً عن مكانها حيث ازدادت المسافة من مكان التصنيع وأدى كذلك الى اختلاف أنواع البضائع وأصنافها أكثر من ذي قبل. ولكن توزيع المسؤولية أصبح مقلقا بسبب اشتراك عدة وسطاء في عملية بيع البضائع عبر الإنترنت. ورغم أن دور كل وسيط واضح ومعروف ولكن توزيع المسؤوليات لم يَتَحَدد. ودون معرفة وفهم مسؤولية كل طرف بوضوح سيتحمل أحد الأطراف جميع التكاليف والأخطاء والإخفاق الناتج عن الآخرين بسبب عدم وضوح توزيع المسؤولية في أحكام البيع عبر الإنترنت. يوضح هذا البحث طبيعة المسؤولية الناتجة عن المعاملات الإلكترونية وتحديات توزيع هذه المسؤوليات. كما يدرس هذا البحث القوانين الفلسطينية المتعلقة بالعقود الإلكترونية وتحديداً قضية توزيع المسؤولية. علاوة على ذلك يُقيَم هذا البحث قوانين توزيع المسؤولية تحت مظلة الشريعة الإسلامية. استخدم الباحث المنهج التحليلي والمقارن بالإضافة إلى استخدام القوانين الفلسطينية والعربية والتوجيهات الأوروبية لتوضيح قضايا توزيع المسؤولية في المعاملات الإلكترونية في فلسطين. نتيجة هذا البحث أن القوانين الحالية في فلسطين غير كافية لتنظيم قضية توزيع المسؤولية في المعاملات الإلكترونية. ميزة هذا البحث احتوائه على توصيات لتطوير القوانين الفلسطينية لتنظيم قضايا توزيع المسؤولية في المعاملات الإلكترونية والتي تساهم في تطوير التجارة الإلكترونية في فلسطين. بالإضافة الى ذلك يوصى الباحث المشرع الفلسطيني لصياغة القوانين التي تبين مسؤولية جميع الأطراف في المعاملات الإلكترونية مع إيجاد الوسائل القانونية اللازمة لإثبات هذه المسؤولية والتحقق من قيامها وتحميلها على الطرف المسؤول عن أي مشكلة.

APPROVAL PAGE

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DECLARATION

I hereby declare that this dissertation is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

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This study is dedicated to:

My parents, and all who have contributed directly and indirectly to the success of this work

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

E-commerce¹ is increasingly popular globally, including in Palestine and major Arab countries. It is a very effective business model which enables any buyer to purchase goods or services from practically anywhere in the world.² It creates a global market of goods and services in which business and consumers contract with each other electronically.³ However, this phenomenon has caused many concerns to consumers which are peculiar to E-commerce and is to the disadvantage of those who are not well-versed in it.⁴

There are several issues that arise from sale of goods through Internet such as unfair practices and unfair dispute resolution,⁵ product safety and quality, problems with the delivery of goods, goods that present health or safety risks, or failure to supply the goods after payment. Besides, there is the temptation of fraud and unethical conduct, such as identity deception, false advertising as well as receiving payment without intending to supply and problems with privacy issues. Several problems also

¹ The researcher will use e- commerce and e-transaction interchangeably in this research.

² Do'a', "*Electronic Commerce*," manshor.net, http://www.manshor.net/forum/showthread.php?143305-Electronic-commerce (accessed, 15 May, 2016).

³ Lorna E. Gillies, (2008). *Electronic Commerce and International Private Law*, (USA: Ashgate Publishing, 2008), 26.

⁴ Georges Decocq, "Cyber Consumer Protection and Unfair Competition", *Electronic Journal of Comparative Law*, vol. 11. 3 (December 2007): 1. EJCL, http://www.ejcl.org/113/article113-18.pdf>.

⁵ Cristina Coteanu, *Cyber Consumer Law and Unfair Trading Practices*. (USA: Ashgate Publishing, 2005), ix.

exist relating to online payment methods such as loss, errors and unauthorised transactions.⁶

With the Internet, the products are consumed far away from their point of purchase, more distantly from their place of manufacture, and in more varieties and brands than ever before. However, the apportionment of liability has become uncertain because there are many intermediaries involved in the process of sale of goods via the Internet.⁷ The growth of the electronic marketplace leads disputes in between the parties on many issues such as quality and delivery disputes, excessive delivery costs, absence of information on associated costs, breach of privacy policy, breach of security of confidential information, non-reimbursement of goods returned, and disputes arising from online banking transactions. These disputes are usually solved by the courts or by online dispute resolution.⁸

There are many parties or intermediaries involved in the process of e-commerce. These include the Internet Service Providers (ISP), access service providers, banks of each of consumer and seller, online payment providers, third party credit card operator and the delivery company. While the role of each of these intermediaries is clear and commonly known, the apportionment of liabilities of each of them is not clearly settled. Without clear acknowledgment and understanding of each party's liability, it is likely that one party will bear all the costs for the errors or

⁶ Abu Bakar Munir and Sonny Zulhuda, "Becoming E-cities: Legal Issues and Challenges," http://webcache.googleusercontent.com/search?q=cache:imOjVsVFUs4J:www.unapcict.org/ecohub/resources/becoming-e-cities-legal-issues-and-

<u>challenges/at download/attachment1+&cd=2&hl=en&ct=clnk</u> (accessed 9 May, 2016).

⁷ Jan k. Winn, Consumer Protection in the Age of the Information, (USA: Ashgate Publishing, 2006), 15.

⁸ Coteanu, 87.

failure caused by any others. This is because there is no clarity as to the apportionment of liability in the provision of sale of goods via Internet.⁹

In many transactions, by the terms of contract, merchants and banks try to exclude their liability between them and the customers. The terms and conditions of the majority of banks offering Internet banking do not provide for fair rules. There is no fair apportionment of liability between banks and their customers, and many banks attempt to escape liability of any loss or damage that may arise. This is done by means of provision of exclusion of liability clauses in terms and conditions of contract. Some banks and merchants impose liability on customers. For example, the terms and conditions of using Visa credit card in Arab Bank in Palestine provide that:

"Visa assumes no liability or responsibility for any errors or omissions in the content of the Visa site. In fact, your use of the Visa site is at your own risk. To the maximum extent allowed by law, neither Visa nor any other party involved in creating, producing, or delivering the Visa site is liable for any direct, indirect, incidental, consequential, or punitive damages, however caused, arising out of your access to, use of, or reliance on the Visa site, even if Visa has been advised of the possibility of such damages." ¹⁰

By this term, Visa excludes its liability for any errors in its site, and it imposes the liability for risks on the customer who uses Visa. Furthermore, Visa excludes the liability of any party involved in creating, producing, or delivering the Visa from any damage to the customer, and it assumes that the customer knows of such damage before using Visa, such as viruses, which may affect his computer.

"The customer further agrees that neither the bank nor any of its officers shall be liable for any loss or damage suffered by the customer as a result of disclosing divulging or revealing of any information concerning the customer Account(s) with the bank as provided for in item 15.1 above."

Visa. Terms of use, http://www.visa.com/visabillpay/legal.jsp (accessed 12 October, 2015).

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⁹ Abu Bakar and Sonny, 65.

¹¹ Bank Islam, https://www.bankislam.biz/ (accessed 8 April, 2015).

In this term, the customer should agree that the bank and its officers are not held liable for any loss or damages as a result of disclosing any information concerning the customer account.

"Limitation of Liability: The access to this website and / or used on the user's responsibility, nor bear the Bank of Jordan responsibility for any: claims, losses, costs, expenses or damages of any kind without any limits of public or private with respect to any use of the site of Bank of Jordan network and information contained in it."

By this term, the Bank excludes its liability from any losses, costs, expenses, or damages that are incurred by consumers as a result of using the website of the bank.

There are many banks introducing the services through Internet, and they are excluding their liability for any loss or damage that happens to the customer, whether this damage is intentional or not. These banks put unfair terms in the contracts and in their websites which excludes all their liabilities and leads to imposing these liabilities to the customer. There are many unfair and illegal terms in these contracts, and it needs to change because the customer cannot negotiate before signing the contract; for example, in its website disclosing the terms of its use, Malaysian Maybank states that:

"The Maybank group and /or its partner shall in no event be liable for any loss or and damages howsoever arising whether in contract, tort, negligence, strict liability or other contract basis, including without limitation, direct or indirect, special, incidental, consequential or punitive damages, or loss of profits or savings arising in connection with your access or inability to access or use of this website (or any third party link to or from the Maybank Group's website)." ¹³

By this term, the bank excludes its liability for many issues that confront customers who have accounts with the bank such as losses to customers in contract, tort, or any type of liability, direct or indirect damages, errors of software or hardware and viruses.

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¹² Bank of Jordan, <u>www.jcbank.com.jo</u> (accessed 8 April, 2015).

¹³ Maybank2u.com, Malaysia, http://www.maybank2u.com.my/ (accessed 8 April, 2015).

Clients face some security risks such as computer viruses or other destructive programs which they expose to the computers of merchants or banks. Therefore, the merchants and banks on their web sites exclude their responsibility from risk of attacks of computer viruses and other destructive programs. Its common formulation is that: "The user assumes full responsibility for the protection of their computer and the computer system including hardware and software, protection of databases in their system as well as the protection of hardware and software of third persons who have access to the user's system." The user also assumes responsibility for damages incurred because of the recorded or received documents from the web site of banks or merchants which may contain viruses or other destructive programs. 14

There are more concerns and need for legal reform; the issues of apportionment of liability in e-transaction between consumers, merchants and everyone involved in the process through the Internet such as banks and internet service providers.

1.2 STATEMENT OF THE PROBLEM

The wide use of the Internet in the daily life of many people has given rise to a variety of legal issues relating to the area of the apportionment of liability in electronic commerce. Such issues require governmental interference in order to provide apportionment of liability in the sale of goods and services through the Internet.¹⁵

The government in Palestine tries to provide many online services, aiming to save time and effort, but it needs to be carefully studied to reduce risks by publishing

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¹⁴ Veljko Trivun, Vedad Silajdžić and Fatima Mahmutćehajić, "Exclusion and Limitation of liability Clauses in Electronic Contracts,".

https://emnet.univie.ac.at/uploads/media/Trivun Silajdzic Mahmutcehajic 01.pdf (accessed 9 May, 2016).

¹⁵ Gillies, 2. See also, Coteanu, xiv.