



دائرة القضاء
JUDICIAL DEPARTMENT

What are your Rights as a Consumer in Abu Dhabi?



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Consumers play a vital role in the economic development of a nation as without a consumer, there would not be any growth in the trade and business sector. The protection of consumers has become an integral part of the law and specific provisions have been created to safeguard consumers against unfair and unsafe practices.

Federal Law No. 15 of 2020 is the law governing consumer protection. The law covers all goods and services within the UAE, including free zones, and all related operations carried out by suppliers, advertisers or trade agents, including e-commerce transactions if the supplier is registered in the UAE.

Consumer Rights

1. A right to be provided with an appropriate and safe environment when purchasing a good or receiving a service.
2. A right to obtain correct information about the goods purchased or the service received.
3. A right to be educated about consumer rights and obligations of the supplier.
4. A right to choose the most appropriate product and service available in the market.
5. A right for consumers' data to be protected and not used for promotional or marketing purposes.
6. A right to have religious values, customs and traditions respected when purchasing a good or receiving any service.
7. A right to the just and prompt settlement of disputes.
8. A right to obtain fair compensation for damages incurred as a result of purchasing or using the good or receiving the service.

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Penalties

The Consumer Protection Law stipulates penalties for suppliers who fail to satisfy their obligations. For example, suppliers who falsely advertise products or services can face imprisonment of up to two years and a fine not exceeding AED 2,000,000. This penalty also applies to suppliers who do not remedy a defective product by repairing or replacing the products or services without charge. If an offence is repeated, the penalties can be doubled.

Complaints Procedure

The Abu Dhabi Department of Economic Development (ADDED), through the Consumer Protection Section, ensures that economic establishments are following the laws regulating consumer protection. They receive complaints from consumers regarding breaches committed by commercial establishments which are licensed by ADDED. Complaints can be submitted through the following channels:

1. Telephone: 800555
2. Email: contact@tamm.abudhabi
3. Personal visit to the Tamm Centre

In addition, ADDED in collaboration with Abu Dhabi Judicial Department, have launched a consumer dispute resolution service to provide a swift and efficient dispute resolution process for consumer related disputes. The service attempts to settle disputes between consumers and commercial establishment within 21 days from the date both parties first appeared before consumer dispute resolution service's team.

The conciliators meet with the parties, discuss the issues and attempt to negotiate a settlement. They may seek assistance of experts registered at ADJD or those agreed upon by the parties to provide technical expertise. If a settlement is reached, an agreement will be prepared and approved by a judge so that it is legally binding. However, if the dispute is not resolved, it will be referred to the Court and a case will be opened.

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To open a file with the consumer dispute resolution service (ADR), please select the following link:

<https://www.adjd.gov.ae/sites/eServices/EN/Pages/icr.aspx>

For further information, you can contact ADJD directly through the following channels:

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