



# CONSUMERS ASSOCIATION OF SINGAPORE 新加坡消费者协会

செய்தியுற பயன்படுத்தும் சங்கம்

PERSATUAN PENGGUNA-PENGGUNA SINGAPURA

170 Ghim Moh Road, #05-01, Ulu Pandan Community Building, Singapore 279621  
Tel: 64631811 (HOTLINE) 64611882 (MEMBERSHIP) Fax: 64679055  
email: [complaints@case.org.sg](mailto:complaints@case.org.sg) & [members@case.org.sg](mailto:members@case.org.sg)

20 August 2007

The Forum Editor  
The Straits Times  
[stforum@sph.com.sg](mailto:stforum@sph.com.sg)  
Fax: 6319 8289

## Recourse for consumers

Ms Elaine Ong Mei Lin (“Calling brunobear”, ST Forum, Aug 16) recounted her experience of making an online purchase and having the payment deducted from her account, without receiving the goods and not being able to contact the company via phone, email and fax.

Ms Ong can consider making a trip to the office address as stated on the company’s website. If she is still unable to resolve the issue, she and other consumers who face similar situations can take the following steps:

- Go to the Accounting & Corporate Regulatory Authority (ACRA) website: [www.acra.gov.sg](http://www.acra.gov.sg) to check if the company is a registered business in Singapore.
- If the company is a registered business and the status of the company is ‘live’, the consumer can purchase a copy of the company’s business profile from ACRA and file a claim against the company with the Small Claims Tribunals.

If the company is a non-registered business, consumers should notify the relevant authorities such as ACRA so that the appropriate action can be taken.

CASE also takes the opportunity to remind consumers to exercise prudence when making online transactions. To protect themselves, consumers are advised to deal with only registered businesses. They can ascertain if the business is registered by searching the online business directory on the ACRA website.

In addition, consumers should ensure that the transactions are made on a secured site. They can look out for the TrustSG logo or CaseTrust webfront logo for additional assurance.

The public can call the CASE hotline 6463 1811 to seek advice on consumer issues.

Seah Seng Choon  
Executive Director  
CASE