

Law No. 122/2025/QH15

LAW ON E-COMMERCE

Pursuant to the Constitution of the Socialist Republic of Vietnam, which had a number of articles amended and supplemented under Resolution No. 203/2025/QH15;

The National Assembly promulgates the Law on E-commerce.

Chapter I GENERAL PROVISIONS

Article 1. Scope of regulation

This Law provides for policies on the development of e-commerce; e-commerce platforms and the responsibilities of organizations and individuals in e-commerce activities; e-commerce involving foreign elements; responsibilities of e-commerce support service providers; and the application of technology in management and handling of violations in e-commerce.

Article 2. Subjects of application

This Law applies to domestic and foreign organizations and individuals involving in e-commerce activities in Vietnam.

Article 3. Interpretation of terms

For the purposes of this Law, the terms below shall be construed as follows:

1. *E-commerce activity* means a commercial activity conducted partially or entirely in an electronic environment.

2. *E-commerce platform* means a digital platform established to purpose of conducting e-commerce activities, including business-to-consumer e-commerce platforms, intermediary e-commerce platforms, social media platforms engaged in e-commerce, and integrated digital platforms.

3. *Business-to-consumer e-commerce platform* means an e-commerce platform established by an organization or individual to directly sell goods or provide services.

4. *Intermediary e-commerce platform* means an e-commerce platform that allows other organizations or individuals to register accounts to conduct activities of introducing, selling goods, or supplying services on that platform.

5. *Social media platform engaged in e-commerce* means a social media platform that integrates at least one of the following functions: online communication, online ordering, or livestream sales, in order to support the conclusion of contracts and the conduct of e-commerce activities.

6. *Integrated e-commerce platform* means an e-commerce platform that allows the integration of other e-commerce platforms into that platform itself, excluding platforms that only provide e-commerce support services or online communication services for the integrated e-commerce platform itself.

7. *E-commerce platform manager* means an organization or individual that has the authority to manage and operate, and bears responsibility for all activities of that platform.

8. *Online ordering function* means a function of an e-commerce platform that allows the conclusion of electronic contracts on that platform.

9. *Online communication function* means a function of an e-commerce platform that allows parties to exchange information via text messages, images, videos, voice messages, voice calls, or video calls.

10. *Livestream sales* mean live and online broadcasting on an e-commerce platform to transmit content in the form of audio and images for the purpose of advertising or introducing goods and services, and to allow orders to be placed through the online ordering function on that platform.

11. *Livestream sales presenter* means a person who directly appears on an e-commerce platform to conduct livestream sales.

12. *Affiliate marketing services in e-commerce* means the advertising of goods or services through access links, referral codes, or similar methods linked to an e-commerce platform.

13. *Organizations or individuals providing affiliate marketing services in e-commerce* mean organizations or individuals that create access links, referral codes, or similar methods to link with an e-commerce platform.

14. *Affiliate marketer in e-commerce* means a person who introduces goods or services on a digital platform through access links, referral codes, or similar methods created by organizations or individuals providing affiliate marketing services in e-commerce.

15. *Electronic contract authentication service in commerce* means third-party services for the storage of and certification of the integrity of electronic contracts.

16. *Automated contract* means an electronic contract concluded through an automated information system.

Article 4. Application of the Law on E-Commerce and relevant laws

1. E-commerce activities in Vietnam shall be carried out in accordance with this Law, the Commercial Law, other relevant laws, and treaties to which the Socialist Republic of Vietnam is a contracting party.

2. Banking services, intermediary payment services, securities trading services on digital platforms, commodity exchanges, and online application stores shall comply with the relevant laws and shall not be subject to this Law.

3. Organizations providing payment services and intermediary payment services supporting e-commerce on digital platforms shall comply with Article 35 of this Law and other relevant laws.

Article 5. Principles of e-commerce activities

1. Organizations and individuals participating in e-commerce activities shall have the right to freely enter into agreements in accordance with the fundamental principles of commercial activities, provided that such agreements do not violate prohibitions of law or contravene social ethics, for the purpose of establishing, performing, and terminating the rights and obligations of each party in such activities.

2. Entities participating in e-commerce activities shall comply with this Law and the laws on services, product and goods quality, standards and technical regulations, data, cybersecurity, advertising, taxation, protection of consumer rights, competition, and other relevant laws.

3. E-commerce activities shall not be limited geographically, except where organizations or individuals voluntarily limit the geographical scope or where otherwise provided by law.

4. Where the manager of an intermediary e-commerce platform or a social media platform engaged in e-commerce provides services of supplying information on sellers' goods or services to consumers on the platform, such manager shall be a third party in the provision of information in accordance with the law on protection of consumer rights.

5. The conduct of business in sectors and trades included in the List of sectors and trades subject to conditional business investment on e-commerce platforms shall comply with this Law and the laws on sectors and trades subject to conditional business investment.

6. The settlement of disputes in e-commerce shall be carried out through negotiation, mediation, commercial arbitration, courts, or other dispute resolution methods.

Article 6. Prohibited acts in e-commerce activities

1. Committing acts of fraud or deception on e-commerce platforms.
2. Conducting business in, or facilitating others to conduct business in, illegal services, prohibited goods, counterfeit goods, goods infringing intellectual property rights, smuggled goods, goods of unclear origin, expired goods, goods in violation of the law on product and goods quality, and other goods in violation of relevant law on e-commerce platforms.

Article 7. State management of e-commerce

1. Contents of state management of e-commerce include:
 - a) Formulating, promulgating, and organizing the implementation of legal normative documents on e-commerce; national e-commerce development policies for each period;
 - b) Disseminating and popularizing policies and laws on e-commerce;
 - c) Managing and supervising organizations and individuals participating in e-commerce activities; developing, managing, operating, and exploiting the E-commerce Management System;
 - d) Reporting and compiling statistics on e-commerce; researching and applying science and technology in e-commerce; managing, supervising, and developing the e-commerce market;
 - dd) Conducting inspections, settling complaints, and handling violations of law on e-commerce;
 - e) Training, fostering, and developing human resources for e-commerce activities;
 - g) Performing international cooperation on e-commerce.
2. The Government shall perform the unified state management of e-commerce.

Article 8. International cooperation in e-commerce

1. International cooperation activities in e-commerce shall be carried out on the principles of compliance with Vietnamese law, treaties and international agreements on e-commerce to which the Socialist Republic of Vietnam is a contracting party, on the basis of equality, mutual benefit, and respect for independence, sovereignty, and territorial integrity.
2. International cooperation activities in e-commerce include:
 - a) Concluding and implementing treaties and international agreements, and participating in regional organizations and international organizations on e-commerce;

b) Formulating and implementing joint programs and projects on e-commerce within the framework of bilateral, multilateral, regional, and international agreements;

c) Implementing initiatives to promote cooperation in cross-border e-commerce; participating in the development of regional and international rules and standards on e-commerce.

Chapter II

POLICIES ON E-COMMERCE DEVELOPMENT

Article 9. State policies on e-commerce development

1. The State shall adopt mechanisms and policies to develop the domestic e-commerce market, promote the circulation of goods and services, enhance competitiveness, and protect the lawful rights and interests of consumers and other entities participating in e-commerce activities.

2. The State shall support and develop cross-border e-commerce, expand international markets for Vietnam's goods and services, ensure compliance with treaties to which the Socialist Republic of Vietnam is a contracting party, and safeguard national security, sovereignty, and national interests.

3. The State shall encourage the development of new forms and business models of e-commerce; promote initiatives and innovation; and create favorable conditions for organizations and individuals to research and apply e-commerce in production, business, and consumption.

4. The State shall encourage investment in and development of e-commerce infrastructure, including digital infrastructure, logistics infrastructure, payment infrastructure, and other infrastructure, in order to comprehensively develop the e-commerce ecosystem.

5. The State shall adopt e-commerce development policies consistent with national orientations and strategies on green and sustainable growth.

6. The State shall focus on training, fostering, and developing human resources for e-commerce activities to meet the requirements of e-commerce development, innovation, and national digital transformation.

7. The State shall allocate resources from the state budget and other lawful financial sources in accordance with law to support programs and tasks for e-commerce development.

8. The Government shall stipulate the National E-Commerce Day and the organization and implementation of activities in response to the National E-Commerce Day.

Article 10. Eligible subjects and specific support policies for e-commerce development

1. Subjects eligible for specific mechanisms and support policies for e-commerce development include:

- a) Household businesses and individuals engaged in innovative start-ups;
- b) Cooperatives and cooperative unions operating in agricultural production and processing and traditional crafts and trades;
- c) Small- and medium-sized enterprises owned by women, and enterprises employing a large number of workers who are persons with disabilities;
- d) Persons with disabilities;
- dd) Individuals who are members of ethnic minority groups;
- e) Organizations having their head offices, and individuals residing, in mountainous areas, border areas, islands, and areas with difficult or extremely difficult socio-economic conditions in accordance with law.

2. Specific support policies for the subjects specified in Clause 1 of this Article include:

- a) Providing support for costs of digital infrastructure connection and the establishment of storefronts on e-commerce platforms;
- b) Providing free-of-charge training or support for training and capacity-building in e-commerce;
- c) Providing support in carrying out administrative procedures;
- d) Creating conditions for access to preferential policies on national digital transformation and programs encouraging innovation;
- dd) Developing pilot models of e-commerce in areas inhabited by ethnic minority communities and in mountainous areas, border areas, islands, and areas with difficult or extremely difficult socio-economic conditions.

3. Based on the needs and the socio-economic development conditions in each period, the Government and provincial-level local administrations shall provide detailed regulations on the subjects, contents, and support policies specified in Clauses 1 and 2 of this Article.

Chapter III

E-COMMERCE PLATFORMS AND RESPONSIBILITIES OF ORGANIZATIONS AND INDIVIDUALS IN E-COMMERCE ACTIVITIES

Section 1

DISCLOSED CONTENTS ON E-COMMERCE PLATFORMS

Article 11. Disclosed contents on operating conditions and transaction conditions on e-commerce platforms

1. The basic contents on operating conditions that must be publicly disclosed on e-commerce platforms include:

- a) Information on the e-commerce platform manager;
- b) Privacy policy;
- c) Rights and obligations of the parties;
- d) Methods for receiving and resolving feedback, requests, and complaints.

2. The disclosed contents on e-commerce platforms specified in Clause 1 of this Article shall be presented in a conspicuous position on the platform, in Vietnamese language, in a clear and comprehensible manner, without causing misunderstanding, without violating prohibitions of law or social ethics, ensuring equality among the parties, and in compliance with the civil law, commercial law, advertising law, competition law, consumer protection law, and other relevant laws.

3. E-commerce platforms with online ordering functions shall comply with Clauses 1 and 2 of this Article, and the following transaction conditions must be publicly disclosed on the e-commerce platform:

a) Contents applicable generally to goods and services: pricing policies, including prices of goods and services provided on the platform and types of service charges on the platform; conditions or restrictions on the sale of goods or provision of services, including limitations on time and geographical scope; payment policies; priority display policies; regulations on livestream sales;

b) Contents applicable to goods, in accordance with Point a of this Clause, and contents on delivery policies, return and refund policies;

c) Contents applicable to services, in accordance with Point a of this Clause, and contents on methods of service provision, service termination policies, and refund policies.

4. E-commerce platforms must have mechanisms for users to express their consent to the contents specified in Clause 1 of this Article prior to opening an account on the e-commerce platform.

5. The Government shall detail Clause 1 and Clause 3 of this Article.

Article 12. Ordering on e-commerce platforms with online ordering functions

1. E-commerce platforms with online ordering functions shall clearly, fully, and accurately display to the relevant parties the contents of the agreement on contract conclusion and shall have mechanisms enabling buyers, before placing an order, to express their consent to the contents specified in Clause 3, Article 11 of this Law and the following contents:

- a) Goods or services, quantity and type;
- b) Method and time of delivery of goods or provision of services;
- c) Applicable promotional forms;
- d) Detailed amounts payable for goods and services, including value of goods and services; taxes; shipping costs; and other costs;
- dd) Payment method.

2. E-commerce platforms with online ordering functions shall have mechanisms enabling buyers to review and amend the contents specified at Points a, b, c, and dd, Clause 1 of this Article before placing an order.

3. After an order is placed, the contents specified in Clause 1 of this Article shall be displayed and accessible from the buyer's account.

Article 13. Conclusion of automated contracts on e-commerce platforms

1. E-commerce platforms integrated with automated information systems for the conclusion of electronic contracts shall display the contents specified in Clause 1, Article 12 of this Law before contract conclusion.

2. The e-commerce platform manager of a platform integrated with an automated information system for the conclusion of electronic contracts shall be responsible for technical conditions, ensuring that the conclusion, performance, and termination of automated contracts are conducted in a transparent, secure manner and are traceable and capable of being stored.

3. After an order is placed, the contents specified in Clause 1 of this Article shall be displayed and accessible from the buyer's account.

Section 2

MANAGEMENT AND OPERATION OF E-COMMERCE PLATFORMS

Article 14. Management and operation of e-commerce platforms

1. E-commerce platform managers of business-to-consumer e-commerce platforms with online ordering functions shall notify the competent state agencies before operating the platforms, except for the case specified in Clause 3 of this Article.

2. E-commerce platform managers of intermediary e-commerce platforms, social media platforms engaged in e-commerce, or integrated digital platforms must be legal entities established in accordance with law, meeting the conditions for management and operation of e-commerce platforms, and shall register with the competent state agencies before operating the platforms, except for the case specified in Clause 3 of this Article.

3. Foreign e-commerce platform managers conducting e-commerce activities in Vietnam shall comply with the Clause 1, Article 28 of this Law.

4. The Government shall provide detailed regulations on conditions for management and operation of e-commerce platforms; competence, order, and procedures for notification, modification, and termination of notification; and the competence, order, and procedures for registration, modification, and termination of registration of e-commerce platforms.

Article 15. Responsibilities of e-commerce platform managers

1. E-commerce platform managers shall:

a) Fully, accurately, and clearly disclose contents and organize implementation in accordance with Article 11 of this Law;

b) Submit periodic online reports through the E-commerce Management System or upon request of the competent state management agency;

c) Adopt measures to inspect, review, promptly remove, and handle violations upon detection or upon receipt of feedback regarding business activities in violation of laws;

d) Comply with requests of competent state agencies in the settlement of disputes and complaints, and in the investigation and handling of violations of law;

dd) Publicly disclose the principal selection criteria used where the e-commerce platform applies algorithms or measures to restrict or prioritize the display of goods or services.

2. E-commerce platform managers with online ordering functions shall perform the responsibilities specified in Clause 1 of this Article and Article 12 of this Law. Where an e-commerce platform is integrated with an automated information system for the conclusion of electronic contracts, the e-commerce platform manager shall perform the responsibilities specified in Clause 1 of this Article and Article 13 of this Law.

3. Managers of intermediary e-commerce platforms with online ordering functions that are large digital platforms, and social media platforms engaged in e-commerce with online ordering functions that are large digital platforms as prescribed by the law on consumer protection, shall perform the responsibilities

specified in Clause 2 of this Article and the responsibility to submit online reports on removal results through the E-commerce Management System.

4. The Government shall detail this Article.

Article 16. Responsibilities of managers of business-to-consumer e-commerce platforms

1. Managers of business-to-consumer e-commerce platforms shall:

a) Perform responsibilities specified in Article 15 of this Law;

b) Publicly disclose on the e-commerce platform documents evidencing satisfaction of business investment conditions applicable to sectors and trades subject to conditional business investment;

c) Fully disclose service information in accordance with relevant laws; information on product and goods quality on the e-commerce platform in accordance with the law on product and goods quality; information required to be displayed on goods labels in accordance with the law on goods labeling, except for information of a specific nature displayed on goods labels regarding the date, month, and year of manufacture, expiry date, production batch number, chassis number, and engine number;

d) Ensure accessibility to information and data on goods and services posted on the platform for a period of at least one year from the date of posting.

2. Managers of business-to-consumer e-commerce platforms with online ordering functions shall:

a) Perform responsibilities specified in Clause 1 of this Article;

b) Ensure accessibility to information and data related to contracts concluded for a period of at least 3 years from the date of contract conclusion on the platform, except for the case specified at Point c of this Clause;

c) Small- and medium-sized innovative start-up enterprises, micro-enterprises, and household businesses shall ensure accessibility to information and data related to contracts concluded for a period of at least one year from the date of contract conclusion on the platform. The period of application shall not exceed 5 years from the date of establishment;

d) Take back goods in case the goods supplied are not in accordance with the contents notified, disclosed, listed, advertised, introduced, formed, or committed on the platform;

dd) Where goods are detected to be defective in accordance with the law on protection of consumer rights, the platform manager shall publicly disclose information on the platform, directly notify buyers, carry out the recall and handling of defective goods, and compensate for damages in accordance with the law on protection of consumer rights and other relevant laws.

Article 17. Responsibilities of managers of intermediary e-commerce platforms

1. Managers of intermediary e-commerce platforms shall:

- a) Perform responsibilities specified in Article 15 of this Law;
- b) Perform responsibilities of intermediary digital platforms in accordance with the law on e-transactions and the law on protection of consumer rights;
- c) Conduct electronic identity authentication in accordance with this Law and the law on electronic identification and authentication before permitting sales activities. In case of foreign sellers, identity authentication shall be conducted through lawful documents;
- d) Publicly disclose the information specified at Point b, Clause 1 and Point c, Clause 2, Article 21 of this Law as provided by sellers;
- dd) Censor information content regarding goods and services created by sellers before permitting display on the platform, for the purpose of preventing the trading of unlawful goods and services, counterfeit goods, goods infringing intellectual property rights, smuggled goods, and goods of unclear origin;
- e) Ensure accessibility to information and data on goods and services posted on the platform for a period of at least one year from the date of posting.

2. Managers of intermediary e-commerce platforms with online ordering functions shall:

- a) Perform responsibilities specified in Clause 1 of this Article;
- b) Take back goods in case the goods provided by sellers are not in accordance with the contents notified, disclosed, listed, advertised, introduced, formed, or committed on the platform. The handling of returned goods shall be carried out in accordance with civil law;
- c) Where goods are detected to be defective in accordance with the law on protection of consumer rights, the platform manager shall publicly disclose recall notifications on the platform, directly notify buyers, and designate the focal point for receiving returned goods in accordance with the agreement between the seller and the platform manager. The determination of liability, handling of defective goods, and compensation for damages shall be carried out in accordance with civil law, the law on protection of consumer rights, and other relevant laws;
- d) Provide necessary information to support relevant parties on the platform during the process of handling feedback, requests, complaints, and disputes;
- dd) Provide tools enabling sellers to access their accounts to download data on goods, services, and information on concluded contracts. In case where a seller's account is suspended or terminated, the platform manager shall ensure

that the seller is able to access the account to download data on concluded contracts within 3 years from the time the account is suspended or terminated;

e) Suspend or terminate a seller's account immediately upon receipt of a request from a competent state agency;

g) Notify sellers at least 5 days in advance before suspending, terminating, or imposing any restriction on a seller's account where there is a legitimate reason, except for the case specified at Point e of this Clause;

h) Allow buyers to provide feedback and ratings regarding sellers and the goods and services provided by sellers, and fully and accurately display such feedback and ratings, except where such feedback or ratings violate the law, social ethics, or fine customs and traditions;

i) Ensure accessibility to information and data related to contracts concluded for a period of at least 3 years from the date of contract conclusion on the platform;

k) Be liable to compensate for damages or jointly liable to compensate for damages in case of failure to perform or incomplete performance of the provisions of this Article, resulting in damage to buyers. Compensation for damages shall be carried out in accordance with civil law and other relevant laws.

3. Managers of intermediary e-commerce platforms with online ordering functions that are classified as large digital platforms in accordance with the law on protection of consumer rights shall:

a) Perform responsibilities specified in Clause 2 of this Article;

b) Establish online systems for receiving and resolving feedback, requests, and complaints on the platform in accordance with Clause 4 of this Article;

c) Establish systems for automatic review, warning, and removal of information on goods and services in violation of the law; and take measures to prevent repeated violations in accordance with the operating conditions disclosed on the platform;

d) Provide, at the request of competent state agencies, transaction data and descriptions of algorithms, including explanations of design, logic, functions, and simulations that are directly related to acts showing signs of violations of the law;

dd) Where the platform cooperates with payment service providers, intermediary payment service providers, or logistics service providers, the platform manager shall publicly disclose on the platform information on such providers; fully display the names of service providers that satisfy the criteria for providing payment services, intermediary payment services, and logistics services for specific goods and services in accordance with cooperation agreements between the parties, and allow buyers to select payment service

providers, intermediary payment service providers, and logistics service providers.

4. Online systems for receiving and resolving feedback, requests, and complaints on the platform must satisfy the following requirements:

a) Being easily accessible and user-friendly, enabling users to submit feedback, requests, and complaints and to track the progress of the resolution of such feedback, requests, and complaints;

b) Ensuring that feedback, requests, and complaints are handled in a timely and non-discriminatory manner, based on evidence, e-transaction data, and relevant laws;

c) Promptly notifying persons submitting feedback, requests, or complaints of the receipt thereof and of the procedures for resolving such feedback, requests, or complaints;

d) Ensuring that decisions are not made solely on the basis of automated mechanisms but are subject to human oversight.

5. The Government shall detail this Article.

Article 18. Responsibilities of managers of social media platforms engaged in e-commerce

1. Managers of social media platforms engaged in e-commerce shall:

a) Perform responsibilities specified in Article 15 of this Law;

b) Allow organizations and individuals to select seller accounts upon registration and publicly display identifiers of seller accounts.

2. Managers of social media platforms engaged in e-commerce whose online communication functions integrate tools for notification of contract conclusion or other tools supporting contract conclusion shall:

a) Perform responsibilities specified in Clause 1 of this Article;

b) Perform responsibilities specified in Clause 1, Article 17 of this Law;

c) Establish mechanisms to store contract conclusion data for a period of at least 3 years from the date of contract conclusion.

3. Managers of social media platforms engaged in e-commerce with livestream sales functions and online ordering functions shall:

a) Perform responsibilities specified in Clause 1 of this Article;

b) Perform responsibilities specified in Clause 2, Article 17 of this Law;

c) Separate e-commerce content associated with online ordering functions into a dedicated category on the platform.

4. Managers of social media platforms engaged in e-commerce with online ordering functions that are classified as large digital platforms in accordance with the law on protection of consumer rights shall:

- a) Perform responsibilities specified in Clause 3 of this Article;
- b) Perform responsibilities specified in Clause 3, Article 17 of this Law.

5. The Government shall detail this Article.

Article 19. Responsibilities of managers of integrated e-commerce platforms

1. Managers of integrated e-commerce platforms shall:

- a) Perform responsibilities specified in Article 15 of this Law;
- b) Not integrate e-commerce platforms that have been publicly announced by competent state agencies as violating the law on the E-commerce Management System;
- c) Clearly notify users of the name of the integrated platform; the rights and obligations of the parties; methods for receiving and resolving feedback, requests, and complaints; and establish mechanisms enabling users to express their consent prior to each access to the integrated platform;
- d) Establish technical and security criteria and other conditions related to authorization, access, control, and use of data among the parties, ensuring compliance with the law on data;
- dd) Provide tools enabling integrated platforms to access and use data generated by such platforms on the integrated e-commerce platform;
- e) Remove, at the request of competent state agencies, any integrated platform that commits violations of the law or shows signs of violations of the law, upon receipt of such request;
- g) Store information and data exchanged between the integrated e-commerce platform and integrated platforms for a period of at least 3 years;
- h) Establish online connectivity with the E-commerce Management System to update the list of integrated e-commerce platforms.

2. Managers of integrated e-commerce platforms that are classified as large digital platforms in accordance with the law on protection of consumer rights shall:

- a) Perform responsibilities specified in Clause 1 of this Article;
- b) Not require integrated platforms to use services provided or designated by the integrated e-commerce platform as a mandatory condition for integration, except where there is a clear and transparent cooperation agreement;

c) Not obstruct integrated platforms from conducting business activities or concluding contracts for the use of services with other platforms outside the integrated e-commerce platform.

3. The Government shall detail this Article.

Article 20. Responsibilities of managers of e-commerce platforms integrated into integrated e-commerce platforms

1. Perform the responsibilities of e-commerce platform managers as prescribed in Articles 16, 17, and 18 of this Law, corresponding to each e-commerce platform model.

2. Where technical errors related to authorization, access, control, or use of data among the parties are detected, managers of the integrated e-commerce platform shall notify the integrated e-commerce platform to remedy such errors upon detection, in accordance with the Government's regulations.

Article 21. Responsibilities of sellers on intermediary e-commerce platforms and social media platforms engaged in e-commerce

1. Sellers on intermediary e-commerce platforms without online ordering functions, and social media platforms engaged in e-commerce without online ordering functions, shall:

a) Provide information to e-commerce platform managers for the purpose of seller identity authentication;

b) Provide e-commerce platform managers with information on the name and business location of enterprises and household businesses as registered with business registration agencies; the name and head office address of organizations; and the name and residential address of individuals;

c) Disclose service information in accordance with relevant laws; information on product and goods quality on the e-commerce platform in accordance with the law on product and goods quality; information required to be displayed on goods labels in accordance with the law on goods labeling, except for information of a specific nature displayed on goods labels regarding the date, month, and year of manufacture, expiry date, production batch number, chassis number, and engine number;

d) Provide information on e-commerce activities at the request of competent state agencies.

2. Sellers on intermediary e-commerce platforms with online ordering functions, and social media platforms engaged in e-commerce with online ordering functions, shall:

a) Perform responsibilities specified in Clause 1 of this Article;

b) Use only their own payment accounts on the e-commerce platform;

c) Provide e-commerce platform managers, before conducting the sale of goods or provision of services on the platform, with full documentation evidencing satisfaction of investment and business conditions applicable to sectors and trades subject to conditional business investment;

d) Where goods are detected to be defective in accordance with the law on protection of consumer rights, sellers shall provide information on defective goods to e-commerce platform managers for public disclosure on the platform, carry out the recall and handling of defective goods, and compensate for damages in accordance with the law on protection of consumer rights and other relevant laws.

Section 3

LIVESTREAM SALES AND AFFILIATE MARKETING ACTIVITIES

Article 22. Responsibilities of e-commerce platform managers in livestream sales activities

1. To publicly disclose the regulations on livestream sales activities on the e-commerce platform, including control and prevention measures.

2. To establish mechanisms for receiving and resolving feedback, requests, and complaints from viewers in livestream sales activities and ensure that viewers are able to use such mechanisms throughout the livestream sales process and after the livestream sales has ended.

3. To provide tools enabling livestream sales presenters to display warning content during livestream sales for goods and services that pose risks to safety or may adversely affect the life, health, or property of buyers in accordance with the law.

4. To conduct electronic identity authentication of livestream sales presenters in accordance with this Law and the law on electronic identification and authentication before permitting livestream sales activities. In case of foreign livestream sales presenters, identity authentication shall be conducted through lawful documents.

5. To require sellers to provide written confirmation of advertising content for goods and services for which the law requires written confirmation of advertising content before permitting livestream sales activities.

6. To suspend live broadcasting and remove displayed information and links immediately upon detection or at the request of competent state agencies in the following cases:

a) Livestream sales content violates the law or contains language, images, attire, or conduct that contravenes social ethics, fine customs, and traditions;

b) Livestream sales involving goods prohibited from circulation or goods whose circulation is temporarily suspended on the market at the request of competent state agencies; goods and services prohibited from advertising in accordance with the law on advertising;

c) Livestream sales content relating to goods and services for which the law requires written confirmation of advertising content, where such written confirmation has not yet been granted by competent state agencies.

7. To store and ensure accessibility to information and data on images and audio of livestream sales activities for a period of at least one year from the commencement of broadcasting.

Article 23. Responsibilities of sellers in livestream sales activities

1. Before conducting livestream sales, sellers shall fully provide livestream sales presenters with the following evidentiary documents:

a) Documents evidencing satisfaction of business investment conditions applicable to sectors and trades subject to conditional business investment before conducting livestream sales;

b) Documents evidencing compliance with product and goods quality requirements in accordance with the law on product and goods quality.

2. With respect to goods and services for which the law requires written confirmation of advertising content before advertising, sellers shall provide such written confirmation to the e-commerce platform manager and the livestream sales presenter before conducting livestream sales. The content of livestream sales shall be consistent with the confirmed advertising content.

3. To terminate cooperation, suspend live broadcasting, and remove displayed information immediately upon detection of, or at the request of competent state agencies regarding, violations of the law.

Article 24. Responsibilities of livestream sales presenters

1. To provide information to e-commerce platform managers for the purpose of verifying the identity of the livestream sales presenters.

2. To comply with the livestream sales operating rules publicly disclosed on the platform during livestream sales activities.

3. To refuse cooperation where the seller fails to fully provide the information specified in Clauses 1 and 2, Article 23 of this Law.

4. Not to provide false or misleading information regarding the uses, origin, quality, prices, promotional policies, warranty, or other matters related to goods and services.

5. To implement advertising content that has been confirmed by competent state agencies for goods and services for which the law requires confirmation of advertising content.

6. Not to use language, images, attire, or conduct that contravene social ethics, fine customs, and traditions during livestream sales activities.

7. To terminate cooperation, suspend live broadcasting, and remove displayed information immediately upon detection of violations of the law or at the request of sellers or competent state agencies.

Article 25. Responsibilities of organizations and individuals providing affiliate marketing services in e-commerce

1. Before establishing access links, referral codes, or similar methods, organizations and individuals providing affiliate marketing services shall:

a) Conduct electronic identity authentication of affiliate marketers in accordance with this Law and the law on electronic identification and authentication before permitting the conduct of affiliate marketing. In case of foreign affiliate marketers, identity authentication shall be conducted through lawful documents;

b) Refuse to provide services for goods and services prohibited from investment and business; goods and services on digital platforms conducting business under the multi-level marketing model without a certificate of registration for multi-level sales activities or as required by competent state agencies; goods and services that have been publicly announced by competent state agencies as violating the law on E-commerce Management System.

2. With regard to access links, referral codes, or similar methods established, organizations and individuals providing affiliate marketing services shall:

a) Prevent and remove links to goods and services that violate the law upon detection or at the request of competent state agencies;

b) Provide information on affiliate marketing activities in e-commerce at the request of the state management agency in charge of e-commerce.

Article 26. Responsibilities of affiliate marketers in e-commerce

1. Before conducting affiliate marketing, affiliate marketers in e-commerce shall:

a) Provide information to organizations and individuals providing affiliate marketing services for the purpose of identity authentication;

b) Refuse to conduct affiliate marketing on digital platforms that have been publicly announced by competent state agencies as violating the law on national security, social order, and safety, or on digital platforms conducting business

under the multi-level marketing model without a certificate of registration for multi-level sales activities;

c) Refuse to conduct affiliate marketing associated with content that uses language, images, attire, or conduct contrary to social ethics, fine customs, and traditions.

2. With respect to access links, referral codes, or similar methods established, affiliate marketers in e-commerce shall:

a) Remove links to goods and services that violate the law or at the request of competent state agencies;

b) Provide information on affiliate marketing activities in e-commerce at the request of the state management agency in charge of e-commerce.

Chapter IV

E-COMMERCE WITH FOREIGN ELEMENTS

Article 27. Foreign e-commerce platforms conducting e-commerce activities in Vietnam

1. A foreign e-commerce platform conducting e-commerce activities in Vietnam means a foreign e-commerce platform whose manager is a foreign organization lawfully operating in accordance with foreign law and having a mechanism allowing the selection of Vietnamese as the display language, or using the national domain name of Vietnam “.vn”, or reaching a transaction threshold with buyers in Vietnam, excluding business-to-consumer e-commerce platform without an online ordering function.

2. The manager of a foreign business-to-consumer e-commerce platform with an online ordering function as prescribed in Clause 1 of this Article shall designate an authorized legal entity in Vietnam before the platform offers the option to display the Vietnamese language or uses the national domain name of Vietnam “.vn”, or after reaching the transaction threshold with buyers in Vietnam, unless otherwise provided by law.

3. The manager of an intermediary e-commerce platform without an online ordering function, or a social media platform engaged in e-commerce without an online ordering function as prescribed in Clause 1 of this Article, shall designate an authorized representative in Vietnam before the platform offers the option to display the Vietnamese language or uses the national domain name of Vietnam “.vn”, and shall satisfy the conditions on management and operation of e-commerce platforms.

4. The manager of an intermediary e-commerce platform with an online ordering function, a social media platform engaged in e-commerce with an online ordering function, or an integrated e-commerce platform as prescribed in Clause 1 of this Article shall establish a legal entity in Vietnam before the platform offers the option to display the Vietnamese language or uses the national domain name of Vietnam “.vn”, or after reaching the transaction threshold with buyers in Vietnam, unless otherwise provided by law.

5. In cases where a treaty to which the Socialist Republic of Vietnam is a contracting party contains commitments not to require the establishment of a legal entity, and the manager of the intermediary e-commerce platform with an online ordering function, social media platform engaged in e-commerce with an online ordering function, or integrated e-commerce platform is not required to comply with Clause 4 of this Article, the following provisions shall apply:

a) Designation of a legal entity in Vietnam under authorization;

b) Performance of a deposit at a commercial bank in Vietnam or a Vietnam-based foreign bank branch to compensate for damage to consumers and to fulfill financial obligations to the State;

c) Conditions on management and operation of e-commerce platforms.

6. The manager of a foreign e-commerce platform conducting e-commerce activities in Vietnam as prescribed in Clause 1 of this Article shall carry out registration procedures with the competent state agency.

7. The Government shall provide detailed regulations on the transaction threshold with buyers in Vietnam; conditions on management and operation of e-commerce platforms; deposits; competence, order, and procedures for registration, modification, and termination of registration of foreign e-commerce platforms conducting e-commerce activities in Vietnam.

Article 28. Responsibilities of managers of foreign e-commerce platforms conducting e-commerce activities in Vietnam; sellers; livestream sales presenters; and affiliate marketers on foreign e-commerce platforms conducting e-commerce activities in Vietnam

1. The manager of a foreign e-commerce platform conducting e-commerce activities in Vietnam as prescribed in Article 27 of this Law shall:

a) Perform responsibilities prescribed in Articles 16, 17, 18, 19, and 22 of this Law corresponding to each model of e-commerce platform;

b) Represent foreign sellers on foreign e-commerce platforms conducting e-commerce activities in Vietnam in resolving feedback, requests, and complaints of buyers related to goods and services provided by such foreign sellers in accordance with this Law and other relevant laws.

2. Sellers on foreign e-commerce platforms conducting e-commerce activities in Vietnam shall perform the responsibilities prescribed in Articles 21 and 23 of this Law.

3. Livestream sales presenters on foreign e-commerce platforms conducting e-commerce activities in Vietnam shall perform the responsibilities prescribed in Article 24 of this Law.

4. Affiliate marketers on foreign e-commerce platforms conducting e-commerce activities in Vietnam shall perform the responsibilities prescribed in Article 26 of this Law.

Article 29. Responsibilities of authorized representatives in Vietnam for intermediary e-commerce platforms without an online ordering function and social media platforms engaged in e-commerce without an online ordering function

The authorized representative in Vietnam prescribed in Clause 3 Article 27 of this Law shall:

1. Be authorized to carry out legal procedures related to e-commerce activities with the competent state agencies;
2. Comply with requests of competent state agencies in the settlement of disputes and complaints, and in the investigation and handling of violations of law;
3. Submit periodic online reports through the E-commerce Management System or upon request of the competent state agency.

Article 30. Responsibilities of the authorized legal entity in Vietnam with respect to business-to-consumer e-commerce platforms with an online ordering function, intermediary e-commerce platforms with an online ordering function, and social media platforms engaged in e-commerce with an online ordering function

1. The authorized legal entity in Vietnam prescribed in Clause 2 and Clause 5 of Article 27 of this Law must be authorized to perform the following responsibilities:

- a) Carrying out legal procedures related to e-commerce activities with competent state agencies;
- b) Conducting inspection, review, and timely handling upon detecting or receiving reports of violations of law; removing information on goods and services in violation of law upon receipt of requests from competent state agencies in accordance with regulations of the Government;
- c) Coordinating in resolving feedback, requests, and complaints of buyers in Vietnam regarding goods and services;

d) Receiving information and coordinating in handling goods provided by sellers that are inconsistent with the contents notified, announced, listed, advertised, introduced, concluded, and committed on the platform;

dd) In case where goods with defects are detected in accordance with the law on protection of consumers' rights, requesting the platform manager to publicly disclose information on the platform, directly notify buyers, and coordinate in carrying out the recall of such goods. The determination of liability, the handling of defective goods, and compensation for damage shall be carried out in accordance with the civil law and the law on protection of consumers' rights;

e) Performing the responsibilities of the e-commerce platform manager as prescribed in this Law, the law on data, cybersecurity, product and goods quality, advertising, protection of consumers' rights, and other relevant laws.

2. The authorized legal entity in Vietnam prescribed in Clause 2 and Clause 5 of Article 27 of this Law shall perform the following responsibilities with respect to competent state agencies:

a) Complying with requests of competent state agencies in the settlement of disputes and complaints, and in the investigation and handling of violations of law;

b) Submitting periodic online reports through the E-commerce Management System or upon request of the competent state agency.

Article 31. Responsibilities of the authorized legal entity in Vietnam with respect to integrated e-commerce platforms

1. The authorized legal entity in Vietnam prescribed in Clause 5 of Article 27 of this Law must be authorized to perform the following responsibilities:

a) Performing responsibility prescribed at Point a, Clause 1 of Article 30 of this Law;

b) Taking compliance measures regarding cross-border data transfer and processing and personal data protection as prescribed by law;

c) Performing responsibilities in accordance with the law on data, cybersecurity, and other relevant laws.

2. The authorized legal entity in Vietnam prescribed in Clause 5 of Article 27 of this Law shall perform the responsibilities toward competent state agencies as prescribed in Clause 2 of Article 30 of this Law.

Article 32. Foreign investment activities in the field of e-commerce

1. The management and operation of intermediary e-commerce platforms, social media platforms engaged in e-commerce, and integrated e-commerce platforms constitute conditional market access business lines falling under the

List of market access-restricted sectors and trades applicable to foreign investors in accordance with the law on investment.

2. The Government shall provide detailed regulations on market access conditions applicable to foreign investors prescribed in Clause 1 of this Article.

Chapter V

RESPONSIBILITIES OF ORGANIZATIONS PROVIDING E-COMMERCE SUPPORT SERVICES

Article 33. Responsibilities of organizations providing technical infrastructure services supporting e-commerce

1. To prevent violations from the time of receipt of a request from a competent state agency in accordance with the Government's regulations.

2. Not to provide services for e-commerce platforms that have been publicly announced by competent state agencies as violating the law on the E-commerce Management System.

Article 34. Responsibilities of organizations providing logistics services supporting e-commerce

1. To have mechanisms and measures to examine information, dossiers, and documents accompanying goods before transportation; to transport goods in accordance with contracts and relevant laws; to refuse transportation of goods included in the list of goods prohibited from trading, goods of unclear origin, or goods violating other provisions of law upon detection or at the request of a competent state agency.

2. To coordinate with e-commerce platform managers and competent state agencies to inspect and handle cases related to smuggling and trade fraud; production and trading of counterfeit goods; goods of unclear origin; or goods violating other provisions of law; to suspend the provision of logistics services when goods are detected as showing signs of law violations as prescribed by the Government.

3. To provide information and data on the provision of logistics services supporting e-commerce at the request of a competent state agency for the purposes of management, inspection, and supervision of e-commerce activities.

4. Not to provide services for e-commerce platforms that have been publicly announced by competent state agencies as violating the law on the E-commerce Management System.

5. Where an organization providing logistics services supporting e-commerce collects sale proceeds on behalf of sellers in accordance with an

agreement, it shall provide its payment account information to enable buyers to choose the method of payment.

6. To allow service users to track the transportation itinerary, including warehouse location and time of receipt and delivery of goods, in order to provide information to buyers and sellers on the platform.

7. To provide information on activities of providing logistics services supporting e-commerce at the request of the state management agency in charge of e-commerce.

Article 35. Responsibilities of organizations providing payment services and intermediary payment services supporting e-commerce

1. To provide information on transactions related to payment fraud, fraud for the purpose of property misappropriation, tax evasion, smuggling, trade fraud; trading in prohibited goods, counterfeit goods, goods infringing intellectual property rights, smuggled goods, goods of unclear origin, or goods violating other provisions of law arising through e-commerce platforms at the request of a competent state agency.

2. Not to provide services for e-commerce platforms that have been publicly announced by competent state agencies as violating the law on the E-commerce Management System.

3. Where a digital platform providing payment services or intermediary payment services permits the integration of other e-commerce platforms into its own digital platform, the digital platform manager shall perform the responsibilities specified in Clauses 1 and 2 of this Article and the following responsibilities:

a) Clearly notifying users of the name of the integrated e-commerce platform; rights and obligations of the digital platform providing payment services or intermediary payment services and of the integrated e-commerce platform; methods for receiving and resolving feedback, requests, and complaints; and having a mechanism allowing users to express consent prior to each access to the integrated platform;

b) Establishing a mechanism allowing buyers to submit feedback, requests, and complaints to the integrated e-commerce platform;

c) Developing technical and security criteria and conditions related to authorization, access, control, and use of data among the parties, ensuring compliance with relevant laws;

d) Removing the integrated e-commerce platform that shows signs of violating the law or violates the law from the time of receipt of a request from the competent state agency in accordance with the Government's regulations.

Article 36. Electronic contract authentication services in commerce

1. An organization providing electronic contract authentication services in commerce shall be granted a license to provide electronic contract authentication services in commerce upon satisfying the following conditions:

a) Meeting the conditions for the provision of trust services in accordance with the law on e-transactions;

b) Having synchronized solutions for connection and real-time authentication of data on electronic contracts in commerce.

2. An organization providing electronic contract authentication services in commerce shall:

a) Ensure confidentiality and certify the integrity of the electronic contracts that it stores and authenticates;

b) Provide documents and assistance to competent state agencies in the investigation of violations of law related to electronic contract authentication services in commerce;

c) Publicly disclose the operating regulations on provision of electronic contract authentication services in commerce;

d) Connect with the E-commerce Management System to conduct online reporting on the provision of electronic contract authentication services in commerce upon request;

dd) Fully store and ensure the security and safety of data relating to electronic contracts concluded through automated information systems.

3. The Government shall detail this Article.

Chapter VI

APPLICATION OF TECHNOLOGY IN MANAGEMENT AND HANDLING OF VIOLATIONS IN E-COMMERCE

Article 37. E-commerce Management System

1. The E-commerce Management System is a system developed, managed, operated, and exploited by the Ministry of Industry and Trade in a synchronous and unified manner for the management and development of e-commerce, and is connected to the National Public Service Portal.

2. The E-commerce Management System has the following functions:

a) Receiving, processing, and returning results of online administrative procedures in the field of e-commerce nationwide;

b) Receiving and resolving feedback, requests, and complaints from organizations and individuals regarding e-commerce platforms, sellers, and organizations providing e-commerce support services that violate the law;

c) Monitoring, analyzing, and issuing risk warnings in e-commerce activities;

d) Receiving and processing reports and statistics on e-commerce;

dd) Publishing the list of e-commerce platforms that have completed notification or registration confirmation; and the list of licensed organizations providing electronic contract authentication services in commerce;

e) Publishing the list of e-commerce platforms, sellers, and organizations providing e-commerce support services in violation of the law.

3. The Government shall detail this Article.

Article 38. E-commerce database

1. The e-commerce database shall be developed in conformity with the requirements of the national digital overall architecture framework, ensuring connection and data sharing in the field of e-commerce.

2. Ministries, ministerial-level agencies, and local authorities shall implement interconnection between national databases and specialized databases and the e-commerce database. Such interconnection shall ensure effectiveness and security and shall be consistent with functions, tasks, and powers as prescribed by relevant laws.

3. E-commerce platform managers, organizations providing e-commerce support services, and other relevant agencies and organizations shall be responsible for providing and updating information to the e-commerce database, ensuring completeness, truthfulness, timeliness, and accuracy.

4. The Government shall detail this Article.

Article 39. Handling of violations in e-commerce

1. Organizations and individuals participating in e-commerce activities that commit acts in violation of this Law shall, depending on the nature, severity, and consequences of such violations, be subject to the following measures:

a) Administrative sanctions in accordance with the law on handling of administrative violations;

b) Blocking access; suspending transaction functions of the e-commerce platform; removing content; suspending or terminating violating accounts on the e-commerce platform; removal from the published list of e-commerce platforms that have completed notification or registration confirmation; removal from the published list of licensed organizations providing electronic contract authentication services in commerce;

c) Forcible implementation of remedial measures and restoration of the lawful rights and interests of relevant parties;

d) Compensation for damages where losses are caused to parties participating in e-commerce in accordance with law;

dd) Where e-commerce activities show signs of criminal offenses, criminal liability shall be considered in accordance with law.

2. The Government shall detail Points a, b and c, Clause 1 of this Article.

Chapter VII

IMPLEMENTATION PROVISIONS

Article 40. Effect

This Law takes effect from July 01, 2026.

Article 41. Transitional provisions

1. E-commerce websites and e-commerce applications that have completed notification or registration confirmation before the effective date of this Law, may continue to conduct e-commerce activities in accordance with the contents confirmed in their notification or registration dossiers until the end of June 30, 2027.

2. Organizations providing electronic contract authentication services that have completed registration confirmation before the effective date of this Law, may continue their operations until the end of June 30, 2027.

This Law was passed on December 10, 2025, by the XVth National Assembly of the Socialist Republic of Vietnam at its 10th session.

**CHAIRMAN OF THE NATIONAL
ASSEMBLY**

Tran Thanh Man