



OFFICE OF THE SECRETARY

Government of Puerto Rico
Department of Consumer Affairs

ADMINISTRATIVE ORDER NUM. 2011-006

THE SECRETARY OF THE DEPARTMENT OF CONSUMER AFFAIRS, UNDER LAW NUMBER 5 OF APRIL 23, 1973, AS AMENDED, KNOWN AS "ORGANIC LAW OF THE DEPARTMENT OF CONSUMER AFFAIRS", DISPATCHED THE FOLLOWING ORDER:

1ST SECTION: Every company with presence in Puerto Rico that offers goods, products and services to the consumer by means of the Internet, direct sale, catalog or any other method, should offer the consumer in Puerto Rico the same conditions or similar conditions of access, sale, products, goods, services, warranties and delivery that they offer to the citizens within the Continent of the United States.

2ND SECTION: Any significant difference in access, sale, products, goods, services, warranties and delivery that do not have real justification based on the costs of shipping, taxes, excise tax, tax requisites by the federal or state government or limitations based on licenses, contracts, permits, patents, copyrights or any other aspect that may be direct or indirectly out of the control of company shall be considered discriminatory. The company that limits the access, sale, product, good, services, warranty and delivery should present evidence that such limitation is justified. In addition to the discriminatory practices previously mentioned, for a long time the consumer in Puerto Rico have paid prices higher to those paid for the same articles by the residents of the Continent of the United States; some companies refuse to send products to Puerto Rico and others do not offer the consumers in the island the benefits that they offer the 50 States like for examples rewards to clients, gift cards, access to web pages, discount coupons and sweepstakes, among others.

These discriminatory practices go back a long time but the truth is that with the technological advances and the easy access to these stores and manufacturers through the internet, there are many people that wish to make purchases from these stores and in many occasions they want to take advantage of the prices offered in the Continent of the United States. The discriminatory treatment to the consumers in Puerto Rico is not in accord