

**PRIVATE INTERNATIONAL LAW, THE CONSUMER CONCEPT AND THE
BACKGROUND AND NATURE OF THE INTERNET**

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Abstract

The Internet has revolutionised the global market place. Internet shopping is now accessible to an increasing numbers of people. In theory, this new form of media offers convenience, speed and choice to the consumer, but the question is whether it works in practice? Business-to-consumer cross-border transactions, whether carried out electronically or otherwise, are subject to the existing framework on jurisdiction and applicable law. Jurisdiction, applicable law and recognition and enforcement of judgements are seen as matters of Private International Law. Private International Law is not a universal set of rules, but a part of each countries national legislation. Physical presence within a State is the traditional ground for jurisdiction and applicable law. The technology and nature of the Internet makes it close to impossible to recognise the location of a user. Therefore, consideration should be given to whether the existent framework for applicable law and jurisdiction should be modified, or applied differently, to ensure effective and transparent consumer protection in the context of the continued growth of electronic commerce.