

A Gap in Enforcement? Analysing the Legality and Effectiveness of Online Trade in Exotic Birds

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Abstract: *In recent years, the exponential growth of online exotic bird trade has ignited apprehensions regarding animal welfare, biodiversity loss, and the potential dissemination of zoonotic diseases. Despite the existence of national and international laws intended to regulate such commerce, their applicability and efficacy in the digital realm remain largely untested. This article conducts a comprehensive examination of the legal frameworks governing online exotic bird trade, aiming to unveil key enforcement gaps and assess the effectiveness of current regulatory measures. Utilizing case studies, the article delves into the scale and intricacies of online trading activities. It scrutinizes the challenges confronted by enforcement agencies tasked with monitoring and regulating this burgeoning market. The multifaceted nature of the online environment presents hurdles in the identification and prosecution of offenders, necessitating a nuanced understanding of the dynamics at play. Moreover, the article proposes potential solutions for fortifying legal frameworks and refining enforcement strategies to address the evolving complexities of online exotic bird trade. Collaborative efforts between national and international authorities, along with partnerships with online platforms, are essential to develop and implement robust mechanisms for detection, reporting, and prosecution. By elucidating the intricacies of online exotic bird trade, this article contributes to the ongoing discourse on wildlife protection and advocates for adaptive legal measures and vigilant enforcement in the face of this escalating global challenge*

Keywords: Exotic birds, online trade, wildlife trafficking, CITES, animal welfare, zoonotic diseases, enforcement gaps, legal frameworks