

# Navigating Consumer Rights while Online Shopping in the Digital Age: Legal Remedies in Consumer Protection (E-Commerce) Rules, 2020

Dr. Vijayata G Uikey<sup>1</sup> and Ruchali Suresh Tembhare<sup>2</sup>

Assistant Professor, Post Graduate Teaching Department of Law<sup>1</sup>

Student, LLM 2nd Semester<sup>2</sup>

Rashtrasant Tukadoji Maharaj, Nagpur University, Nagpur, India

**Abstract:** *Consumer protection in the digital era presents a multi-faced challenge due to the lightning-fast technological advancement and the developing nature of online commerce (e-commerce). As consumers are progressively involved in digital transactions, concerns regarding data privacy, online fraud, misleading advertising, and inadequate redress mechanisms have become paramount..*

**Keywords:** Consumer protection