

Pre-existing technologies are constantly being updated and new technologies are being developed, with that, regulations need to be consistent with change. The four objectives that have been established, in regards to the Mail and Telephone Order Merchandise Rule (MTOR), aid in the effort to modernize regulations. These proposed changes can assist with instilling good business practices in an ever-changing environment.

For those who purchase merchandise via mail, telephone, or internet, the proposed changes will help to structure the seller's guidelines; however buyers need to be aware of any refund policies during time of purchase. With these changes, the seller would be penalized for not delivering merchandise by a specific time and for not providing notice to the buyer. The revised rule will also with help to clarify the seller's obligation with processing any third party credit card refunds. Consequently, the proposed regulations would further obligate the seller to shorten the time of the refunds and refund notices to buyers.

The Federal Trade Commission (FTC) also takes the amendment one step further by embracing gift cards and debit cards, which are so commonly used in this day and age. According to Nielsen Online, 85% of the world's population does their shopping online. The revision of these regulations sets specific guidelines for sellers, which in turn makes online purchases more convenient for buyers. It also seems as though the proposed rules will strengthen the already existing regulations and it will include an additional measure of protection for buyers.

In close, the Federal Trade Commission demonstrates efforts in establishing a good faith business. The FTC should attempt to make these regulations universal with companies who intend selling merchandise in the United States. In continuance with these practices, all regulations not followed should be reprimanded and fined.