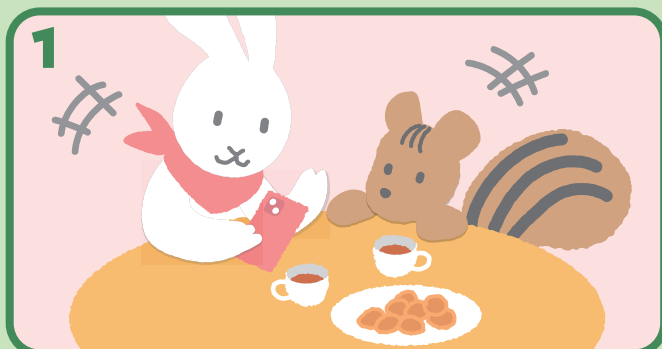


Found Something Good!!

~ Shopping with Peace of Mind ~



Consumer troubles happening around you!



Approximately 60,000 inquiries are coming each year!

Consumer issues are lurking close to everyone. Annually, Kanagawa Prefectural Government receives approximately 60,000 inquiries.

Consumer damage is about 15 billion yen!

In Fiscal Year 2024, the customers who consulted with us lost approximately 15 billion yen in total.



If those who have not contacted are included, the total may be even higher.



I'm getting to feel scared about shopping...

Don't worry! Let's check together what's important to enjoy shopping with peace of mind.



Equip yourself with "consumer power."

As you are equipped with "consumer power," you can enjoy shopping with peace of mind.



What exactly is "consumer power"?



"Consumer power" involves the following four things!



To be aware of things

that may lead to a consumer trouble



To say "NO"

when you encounter a situation that could be a consumer trouble



To seek help

when you encounter a situation that could be a consumer trouble



To help people

who are in consumer trouble



I see. But how can we equip ourselves with "consumer power"?



That's a great question! Let's see on the next page what Kanagawa Prefectural Government is doing to address that issue!

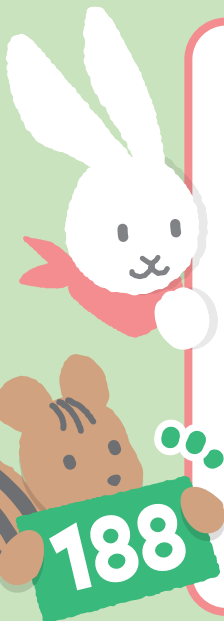


What specific actions does the Government take?

To ensure everyone shop with peace of mind, we proceed with the following four measures.

1

Preventing troubles



Educating consumers using flyers

We distribute flyers that include personalized shopping tips for the elderly, young people, individuals with disabilities, etc. and common shopping issues for their awareness and caution.

Holding events and seminars

We hold events and seminars to raise awareness of consumer troubles and publicize the Consumer Hotline number 188.

For more details, please check here!



2

Providing consultation services



Please call

188

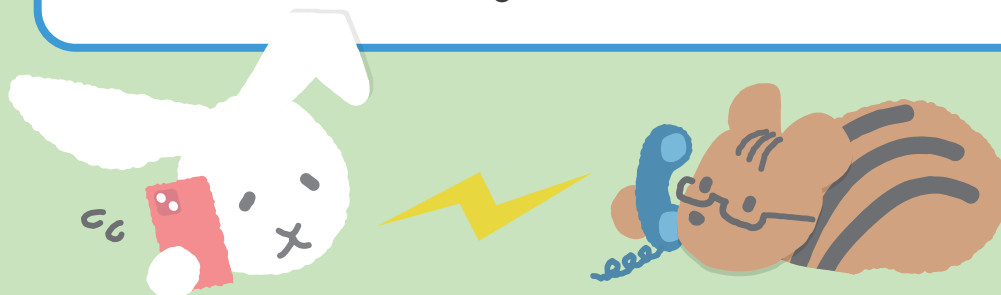
for consultation!

Consumer Consultation service

Specialized consultants give advice for resolution. Legal advice from lawyers are utilized as well.

Training for consultants

We provide specialized training to the consultants to enhance their knowledge.



3

Assisting stores



Instructing stores

We advise, educate and instruct stores that do not follow the rules.

Assisting stores in building customer trust

We educate stores to ensure that they follow the rules.



4

Cooperating with all parties involved



Supporting municipalities

We respond to inquiries from municipalities and conduct training with municipal consultants.

Collaborating with municipalities

We exchange opinions and information with municipalities.



Column

What happens when you call 188?

- When you dial the number, you are connected to the Consumer Center, where they give you advice to resolve issues.
- When calling, prepare a note on your interactions with the store so that you can provide detailed information. This helps you make the consultation process smoother.



Key Points

These two points are particularly focused on as key priorities.

1. Everyone can shop with peace of mind

In particular, the elderly, young people, individuals with disabilities and those with Japanese language limitations are more likely to be involved in troubles. So, we provide more support for them.



2. Utilizing digital tools effectively for shopping

Some people believe false information on the internet and are deceived into giving money. We support everyone in using accurate information.



Summary



It is reassuring to know the Government is working towards creating a society where everyone can shop with peace of mind.

Let's aim for such future together!



**Let's review
the actions
that the
Government
take!**

Key Points

1. Everyone can shop with peace of mind
2. Utilizing digital tools effectively for shopping

Training for
consultants

Assisting stores
in building
customer trust

Consumer
Consultation
service

Instructing
stores

Promotion
using flyers

Supporting
municipalities

Holding events
and seminars

Collaboration
with
municipalities

1. Preventing troubles

2. Providing consultation
services

3. Assisting stores

4. Cooperating with
everyone involved

**Creating a society
where people can
shop with peace
of mind.**



Call 188 when
you're in trouble



Consumer Hotline 188

When you want information on actual
cases and the solutions, go to...

**Consumer Division
Website**



**Consumer Division
SNS**



★ This booklet is created in collaboration with
the Blue Sky Club members (people with disabilities)

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