

VIETNAM'S LAW ON E-COMMERCE 2025

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On December 10, 2025, the National Assembly of Vietnam passed the Law on E-Commerce (the “**EC Law**”), which takes effect on July 1, 2026. The E-Commerce Law marks the first time Vietnam has comprehensively regulated e-commerce at the statutory level, elevating the regulatory framework from a decree-based regime under Decree No. 52/2013/ND-CP (“**Decree 52**”) to a standalone law enacted by the National Assembly.

The E-Commerce Law signals a clear shift toward stricter oversight of digital platforms, enhanced consumer protection, and reinforced accountability of e-commerce stakeholders, particularly online marketplaces and cross-border platform operators.

This alert provides an overview of the key provisions of the E-Commerce Law most relevant to businesses.

Subjects of application and notable definitions

The EC Law applies to both domestic and foreign entities engaged in e-commerce activities in Vietnam. Under the EC Law, “e-commerce activity” is defined as “a commercial activity conducted partially or entirely in an electronic environment.” This definition is broader than that under Decree 52, which was limited to specific technical infrastructure such as the Internet, mobile telecommunications networks, or other open networks.

One of the core changes introduced by the EC Law is the formal classification of e-commerce platforms (“**EC Platforms**”) into four basic models for regulatory purposes:

- **Direct EC platform:** A platform established by an organization or individual to directly sell its own goods or provide services (e.g., a brand’s own app or website offering digital content);
- **Intermediary EC platform:** A platform that allows other organizations or individuals to register accounts to introduce, sell goods, or provide services on that platform (e.g., marketplaces and auction platforms);
- **Social network with e-commerce functions:** A social network that integrates at least one of the following functions to support contract conclusion and e-commerce activities: online communication, online ordering, or livestreaming sales; and
- **Integrated EC platform:** A platform that allows other EC Platforms to be integrated within it, excluding platforms that solely provide e-commerce support services or online communication functions for the integrated platform itself.

General responsibilities of EC platforms

Depending on the scale and integrated functions of each EC platform model, operators of each model bear different levels of responsibility. However, in general, they are all subject to the following obligations:

- Fully, accurately, and clearly disclose information and organize implementation in accordance with the EC Law;
- Submit periodic online reports via the E-Commerce Activity Management System or upon request of competent state authorities;

- Implement measures to inspect, review, remove, and promptly handle violations upon detection or receipt of complaints regarding unlawful business activities;
- Comply with requests from competent state authorities in dispute resolution, complaint handling, investigations, and enforcement against violations of law;
- Publicly disclose the primary selection criteria applied when the EC platform uses algorithms or technical measures to restrict or prioritize the display of goods and services.

Stricter regulations on livestream sales activities

The EC Law identifies three groups of regulated entities in the context of livestream sales: platform operators, sellers, and individuals who conduct livestream sales directly.

Notable points include:

- **EC platform operators** must publicly disclose livestream sales regulations and establish mechanisms to control, receive, and resolve viewer complaints during and after livestream sessions. Platforms must also provide tools that enable live streamers to display legally required warnings about goods and services that may pose safety risks to consumers. Additionally, platforms must verify live streamers' identities and, if required by law, ensure that the relevant government approves sellers' advertising content. All image and audio data generated from livestream activities must be stored and remain accessible for at least one year.
- **Sellers** are responsible for providing live streamers with documentary evidence of compliance with applicable business licensing conditions and product/goods quality requirements before conducting any livestream sale. Where advertising content approval is required by law, sellers must submit such written approval to both the platform operator and the livestreamed before the livestream, and the livestream content must be consistent with the approved advertising content.
- **Live streamers** are required to provide identity information for platform verification and to comply with the platform's livestream regulations. They must decline to cooperate with sellers if the requisite business licensing documents and product/goods quality certification cannot be provided. Live streamers also need to adhere to the boundaries set by approved advertising content.

All three entities mentioned above are obligated to suspend livestream sales activities and remove unlawful content upon request from competent state authorities.

Strengthened management of cross-border e-commerce activities

Under the new regulations, foreign e-commerce platforms that (i) allow the use of Vietnamese as a display language, (ii) use a ".vn" domain name, or (iii) reach a prescribed transaction threshold with Vietnamese buyers (excluding direct-business e-commerce platforms that do not provide online order placement functionality) are subject to enhanced regulatory requirements. Specifically, such platforms are required to register with the competent authorities and to either appoint a local authorized entity or establish a legal entity in Vietnam.

Where platform operators would otherwise be required to establish a legal entity in Vietnam but are exempt from doing so under an applicable international treaty, the EC Law requires the placement of a security deposit at an appropriate bank to ensure compensation for consumer damages and the fulfillment of financial obligations to the State.

Regulating e-commerce support services

The EC Law also supplements regulations governing organizations that provide e-commerce support services, including technical infrastructure services, payment services, intermediary payment services, logistics, and electronic contract authentication. These providers are brought within the compliance framework, reinforcing accountability across the broader e-commerce ecosystem.

Grace period

E-commerce websites, applications, and electronic contract authentication service providers that were notified or registered before the EC Law's effective date are granted a grace period to continue operating under their existing registrations/notifications until June 30, 2027.

The impact of the EC Law on businesses

The EC Law significantly expands compliance obligations for businesses operating in or engaging with Vietnam's digital marketplace. Platform operators, sellers, live streamers, and e-commerce support service providers are all subject to new or enhanced requirements. Businesses, particularly those operating cross-border, should assess their current structures and compliance frameworks promptly to ensure readiness ahead of the July 1, 2026, effective date.

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