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## **THE RIGHT OF CONSUMERS TO BE INFORMED IN THE REPUBLIC OF MOLDOVA**

The development of an information support for consumers is based on the presence of special methods of education in the legal protection of their rights. A major role in informing and educating consumers, of course, is performed by legislation, which contains provisions on the directions of state policy in the field of consumer protection.

Information distribution and education of representatives of consumer relations in our modern world is an urgent problem. Unfortunately, the consumer is not always ready to „stand up” to his counterpart, experienced and economically strong, being illiterate in the field of law.

Thus, summarizing the questions at issue, the following conclusions can be drawn:

1. The consumer is a natural person who has the intention to order or has already purchased or is only ordering, purchasing or already using these or other products or services for its own needs, which are not in any way related to business or professional activities.

2. Protection of the interests of consumers is focused on the following rights:

- the right to security;
- the right to information;
- the right to education;
- the right to choose;
- the right to be heard;
- the right to have the basic needs met;
- the right to compensation for damage;
- the right to healthy environment .

3. In the protection of the rights to information and education, consumers have a right to accurate, reliable, complete information on the characteristics of certain products or services, which in turn can allow a sensible choice from the entire range of products or services according to their personal interests. Education in the field of consumer rights protection is respectively achieved through the development of specific methods informing consumers about their rights, „instructions” how to protect their rights, organizing various campaigns, dissemination of information through relevant literature, as well as through the media.