



Legal Watch

FTSC, E-COMMERCE BUREAU ALIGN EFFORTS TO BOOST CONFIDENCE IN DIGITAL TRADE



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FTSC, E-Commerce Bureau align efforts to boost confidence in digital trade

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SUMMARY

The DTI-E-Commerce Bureau (DTI-ECB) conducted a two-day virtual briefing for the Foreign Trade Service Corps (FTSC) to strengthen understanding of the E-Commerce Philippine “Trustmark”. The initiative aims to boost consumer confidence and enhance the credibility of legitimate e-commerce platforms in the Philippines.

The briefing also aligned efforts between ECB and FTSC to support the country’s digital trade agenda by promoting a secure, transparent, and inclusive online business environment. The E-Commerce Philippine Trustmark serves as a digital certification for online businesses that comply with relevant laws, standards, and good practices in e-commerce operations.

ACTIONABLE ADVICE

E-commerce businesses should apply for the Trustmark to strengthen credibility and build consumer trust, especially when expanding into new markets. Companies must ensure full compliance with e-commerce, consumer protection, and data privacy regulations before applying.

Financial institutions and payment providers may also consider Trustmark certification as a factor in onboarding or assessing online merchants.

