DEPARTMENT ADMINISTRATIVE ORDER NO. 25-07
Series of 2025

Subject : **IMPLEMENTING RULES AND REGULATIONS ON THE E-COMMERCE PHILIPPINE TRUSTMARK**

WHEREAS, Article XVI, Section 9 of the 1987 Constitution provides that the State shall protect consumers from trade malpractices, and substandard or hazardous products;

WHEREAS, under Executive Order No. 292 (1987), or the Administrative Code of 1987, the DTI is mandated to protect the consumer from trade malpractices, and substandard or hazardous products;

WHEREAS, Executive Order No. 913 (1983), strengthens the rule-making and adjudicatory powers of the Secretary of Trade and Industry through the promulgation of rules and regulations to implement the provisions and intent of trade and industry laws;

WHEREAS, Republic Act No. 7394 (RA7394), or the Consumer Act of the Philippines, declares the policy of the State to protect the interests of the consumer, promote his general welfare, and establish standards of conduct for business and industry;

WHEREAS, Republic Act No. 11967 (RA11967), or the Internet Transactions Act of 2023, declares the policy of the State to promote a robust electronic commerce (e-commerce) environment by building trust between digital platforms, online merchants, and consumers;

WHEREAS, the Department of Trade and Industry (DTI) encourages the development of an E-Commerce Philippine Trustmark pursuant to Section 11 of RA11967;

WHEREAS, Section 23 of the Implementing Rules and Regulations of RA11967 provides that the E-Commerce Philippine Trustmark shall signify that the products, goods, or services sold online are trustworthy;

WHEREAS, there is a need for the DTI to initiate the establishment and rollout of the E-Commerce Philippine Trustmark pursuant to its mandate to promote trust, safety, and fair digital trade, without prejudice to the recognition of future private-sector initiatives;

NOW THEREFORE, foregoing premises considered, this Order is hereby issued for the guidance of all concerned:

RULE I
GENERAL PROVISIONS

Section 1. Title. This Order shall be known as the E-Commerce Philippine Trustmark Implementing Rules and Regulations.

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General Services Division, Records Section
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Section 2. Scope and Coverage. This Order shall apply to all entities covered by RA11967 that are engaged in internet transactions or e-commerce as defined by RA11967.

Government institutions and/or government-owned and controlled corporations with products, services, or activities that may be covered by RA11967 shall be covered by separate regulations, which may or may not be limited to the execution of a Memorandum of Agreement or Undertaking with the DTI.

Section 3. Nature and Purpose of the E-Commerce Philippine Trustmark. The E-Commerce Philippine Trustmark (TRUSTMARK) is a digital badge signifying that the products, goods, or services sold online by the holder comply with applicable standards and good e-commerce practices.

The TRUSTMARK is not a license or a permit to engage in e-commerce, and does not exempt the holder from compliance with other applicable laws or regulations. It is intended to build consumer confidence and promote adherence to standards in e- commerce by fostering a culture of trust and voluntary compliance with consumer protection policies.

Although application for the TRUSTMARK is voluntary, it is nevertheless encouraged to build consumer trust in e-commerce helping to create a safe and more reliable digital trade in the Philippines.

Section 4. Implementing Office. The E-Commerce Bureau (ECB) shall strictly enforce the provisions of this Order.

RULE II
REGISTRATION AND ELIGIBILITY

Section 1. Eligibility. The following are the requirements to be a holder of the TRUSTMARK:

a. Duly accomplished online Application Form with a sworn Undertaking to comply with the applicable laws, rules and regulations;

b. Business Name registration with the DTI, Certificate of Incorporation with the Securities and Exchange Commission (SEC) or Certificate of Registration with the Cooperative Development Authority (CDA), as applicable;

c. Bureau of Internal Revenue (BIR) Certificate of Registration (Form No. 2303) reflecting the (1) registered business or tradename to be used by the holder and (2) its line of business or Philippine Standards Industrial Classification Code (PSIC) that the holder is engaged in e-commerce or internet transactions (e.g. PSIC 47913);

d. List of digital platforms or websites used for online sales;

e. Valid government-issued ID of the applicant or its representative;

f. A step-by-step guide on the applicant's internal redress mechanism.

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Section 2. Submission and Evaluation of Applications. Applications shall be submitted electronically through the online TRUSTMARK registration portal. The ECB shall review and evaluate all applications within seven (7) working days.

Section 3. TRUSTMARK Issuance. Once the application is approved, the applicant shall be sent an electronic Statement of Account. Upon payment of the fees provided herein, the applicant shall be electronically issued a TRUSTMARK with a unique security number and quick-response (QR) code assigned by the DTI in accordance with this Order.

An electronic E-Commerce Philippine Trustmark Certificate shall likewise be issued.

Section 4. Online Business Database Registration. The holder of a TRUSTMARK shall be automatically listed in the publicly available and accessible Online Business Database (OBD). The QR Code with the Trustmark shall bear a security number and shall direct to the OBD reflecting the holder's entry therein.

Section 5. Validity and Renewal. The TRUSTMARK shall be valid for one (1) year from the date of issuance. Renewal shall be subject to:

a. Submission of a renewal application no later than thirty (30) calendar days before expiry but not earlier than three (3) months before the expiry; and

b. Submission of stated requirements, updated if applicable.

RULE III
OFFICIAL DESIGN AND PLACEMENT

Section 1. TRUSTMARK Official Design and Format. The TRUSTMARK shall conform to the official digital badge prescribed by the DTI, and the holder shall be assigned a unique security number.

The TRUSTMARK is reproduced below and forms an integral part of this Order:

Section 2. Use and Placement. The TRUSTMARK shall be displayed on a prominently clearly visible section of the holder's official website, digital storefront, seller profile, or as part of the product image areas. For those with brick-and-mortar establishments or physical stores, the TRUSTMARK may likewise be displayed in a conspicuous location at the holder's registered place of business.

Section 3. Restrictions on Use. The TRUSTMARK shall not be altered, transferred, or used for purposes other than those authorized by the DTI. Any unauthorized use, misrepresentation, or fraudulent display of the TRUSTMARK shall be subject to immediate revocation and subject the violator to appropriate enforcement actions under applicable laws, rules, and regulations.

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DTI grants a limited, non-exclusive, non-transferable license to approved TRUSTMARK holders to use the TRUSTMARK solely for the purpose of indicating their compliance with this Order. This license is conditional upon adherence to this Order regarding the TRUSTMARK's use.

Section 4. Ownership. The TRUSTMARK, including its design, logo, and any related materials, is the exclusive intellectual property of the DTI. All rights, title, and interest in and to the TRUSTMARK are owned by DTI.

RULE IV
INCENTIVES AND RECOGNITION

Section 1. Incentives for TRUSTMARK Holders. Subject to other guidelines that may be issued by the DTI, and to encourage broader adoption of the TRUSTMARK and voluntary compliance of this Order, the following benefits are granted to holders, among others:

a. Streamlined access to DTI programs and services, including those for MSME support, market access, and business matching opportunities;

b. Priority handling in the processing of relevant DTI permits or certifications, including but not limited to business name registration and product-related clearances;

c. Eligibility to participate in DTI-led capacity-building activities, trade fairs, or consumer awareness initiatives;

d. Consideration for future recognition awards or citations issued by the DTI;

e. Increased visibility and consumer trust through inclusion in official DTI promotional campaigns and digital trust initiatives; and

f. Access to DTI-administered facilitation or redress mechanisms for addressing reported consumer issues or concerns, without prejudice to existing legal remedies under the ITA and other applicable/relevant laws.

RULE V
TRUSTMARK SUSPENSION AND REVOCATION

Section 1. TRUSTMARK Suspension. Suspension shall be imposed in cases involving curable or procedural violations, and shall remain in effect the necessary pending correction, clarification, or resolution of the identified issue(s).

Section 2. Grounds for Revocation. Revocation shall be imposed in cases involving fraud, gross or repeated violations, continued non-compliance following a suspension, or any act the undermines the integrity or objectives of the TRUSTMARK.
The TRUSTMARK shall also be revoked on any of the following grounds:

a. Submitting of false, misleading, or fraudulent information in connection with the application or renewal of the TRUSTMARK;

b. Using the TRUSTMARK in a manner inconsistent with this Order, including alteration, unauthorized transfer or display on unregistered platforms;

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c. Failing to comply with reporting, updating or renewal obligations under this Order;

d. Violating applicable consumer protection, fair trade or e-commerce laws;

e. Accumulating repeated or unresolved consumer complaints;

f. Refusing to cooperate with DTI-led monitoring, verification, or enforcement actions; or

g. Other grounds analogous to the foregoing.

Section 3. Procedure. Suspension or Revocation shall only be imposed after due notice and opportunity to be heard. The holder shall be notified in writing of the alleged ground(s) for such action, and shall be given fifteen (15) calendar days from receipt of the notice to submit a written explanation and supporting documents, if any.

The ECB shall evaluate the response, and may conduct verification, investigation, or inquiry as necessary before issuing its decision. In cases involving urgent concerns or potential harm to consumers or the public, the ECB may issue a preventive suspension pending the outcome of the investigation.

Section 4. Effect of Revocation or Suspension. Upon Suspension or Revocation of the TRUSTMARK, the holder shall:

a. Immediately cease the use or display of the TRUSTMARK in any form or manner, whether on digital platforms, printed materials, or physical premises;

b. Be removed from, or reclassified within, the OBD to reflect the change in TRUSTMARK status; and

c. Be ineligible for any benefits, incentives, or recognitions provided under this Order.

Section 5. Reinstatement. A holder whose TRUSTMARK has been revoked may apply for reinstatement after a minimum period of six (6) months, subject to reevaluation by the ECB and submission of verifiable proof of compliance and corrective actions taken.

A suspended holder may request the lifting of the suspension upon full implementation of the required remedial measures, as determined by the ECB based on applicable guidelines and the nature of the violation.

Section 6. Monitoring. DTI reserves the right to monitor the use of the TRUSTMARK and enforce its intellectual property rights as well as to require reports and other submissions as it may deem necessary. Any unauthorized use or infringement may result in immediate revocation of the license, and/or other remedies available under existing laws, rules, and regulations.

RULE VI
FEES

Section 1. Schedule of Fees. The following schedule of fees are prescribed for purposes of this Order:

a. Application/Renewal Fee: PHP1,000.00

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b. Reinstatement/Lifting Fee: PHP500.00

c. Amendment Fee: PHP500.00

d. Web Administrative Fee: PHP100.00

e. Documentary Stamp Tax: PHP30.00

RULE VII
FINAL PROVISIONS

Section 1. Supplemental Guidelines. The DTI may issue supplemental guidelines, forms or procedures, as may be necessary, to encourage broader adoption of the TRUSTMARK.

Section 2. Repealing Clause. All Orders, issuances or parts thereof that are inconsistent with this Order are repealed or amended accordingly.

Section 3. Separability Clause. Should any provision of this Order or any part thereof be declared invalid, the other provisions shall remain in force and effect to the extent that they are separable from the invalid ones.

Section 4. Effectivity. This Order shall take effect immediately after its publication in the Official Gazette or in two (2) newspapers of general circulation.

Issued this 27 June 2025 in the City of Makati, Metro Manila, Philippines.

APPROVED BY:

MA. CRISTINA ALDEGUER–ROQUE
Secretary

RECOMMENDED BY:

ATTY. M. MARCUS N. VALDEZ II
Assistant Secretary and Supervising Head
E-Commerce Bureau

ATTY. ERYL ROYCE R. NAGTALON
Officer-In-Charge
E-Commerce Bureau

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