DEPARTMENT ADMINISTRATIVE ORDER NO. _____
Series of 2025

Subject : **SUPPLEMENT TO DEPARTMENT ADMINISTRATIVE ORDER NO. 25-07 (DAO25-07) (2025), OR THE IMPLEMENTING RULES AND REGULATIONS ON THE E-COMMERCE PHILIPPINE TRUSTMARK (TRUSTMARK), AS AMENDED**

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

WHEREAS, under Executive Order No. 292 (EO292) (1987), or the Administrative Code of 1987, the Department of Trade and Industry (DTI) is mandated to protect the consumer from trade malpractices, and substandard or hazardous products;

WHEREAS, Executive Order No. 913 (EO913) (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, Section 8(c) of RA11967 mandates the DTI E-Commerce Bureau (ECB) to exert efforts to enforce the registration of digital platforms and online merchants with the DTI ECB;

WHEREAS, Pursuant to Section 11 of RA11967, the DTI launched the E-Commerce Philippine Trustmark (TRUSTMARK) through Department Administrative Order No. 25-07 (DAO25-07) (2025) where registration is done through an online system developed by the DTI;

WHEREAS, Section 12 of RA11967 mandates the DTI to exercise regulatory jurisdiction as to the use of internet for conducting e-commerce by e-marketplaces, online merchants, e-retailers, digital platforms, and third-party platforms;

WHEREAS, the exercise of the DTI's regulatory jurisdiction as to the use of the internet for conducting e-commerce requires the registration of online merchants,

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e-retailers, digital platforms, and third-party platforms in order to have a clear record of who are involved in e-commerce; track and monitor their compliance with applicable laws, rules and regulations; and effectively hold them accountable for obligations and violations;

WHEREAS, Republic Act No. 9501 (RA9501), or the Magna Carta for Micro, Small and Medium Enterprises (MSMEs), provides the policy of the State to recognize the specific needs of the MSMEs, and to undertake to promote entrepreneurship, support entrepreneurs, encourage the establishments of MSMEs and ensure their continuing viability and growth and thereby attain countryside industrialization by assuring to them access to a fair share of governments contracts and related incentives and preferences, among others;

WHEREAS, RA9501 defines MSMEs as any business activity or enterprise engaged in industry, agribusiness, and/or services, whether as a single proprietorship, cooperative, partnership, or corporation, the total assets of which, inclusive of those arising from loans but exclusive of the land on which the enterprise's office, plant, and equipment are situated, fall within the following categories: Micro, not more than Three Million Pesos (PHP3,000,000.00); Small, Three Million One Pesos (PHP3,000,001.00) to Fifteen Million Pesos (PHP15,000,000.00); and Medium, Fifteen Million Pesos One (PHP15,000,001.00) to One Hundred Million Pesos (PHP100,000,000.00);

WHEREAS, the DTI recognizes the need to adopt a tiered registration fee structure for the TRUSTMARK consistent with RA9501;

WHEREAS, there is a need for DTI to amend and supplement DAO25-07 (2025), as amended, pursuant to the Department's mandate to exercise regulatory jurisdiction as to the use of internet for conducting e-commerce to promote trust, safety, and fair digital trade;

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

Section 1. Schedule of Fees. Subject to herein Section 3, the following schedule of fees are prescribed for purposes of this Order:

a. Application/Renewal Fee:
    1. Micro enterprises: Waived
    2. Small enterprises: Five Hundred Pesos (PHP500.00)
    3. All other enterprises: One Thousand Pesos (1,000.00)

b. Amendment Fee:
    1. Micro enterprises: Waived
    2. All other enterprises: Five Hundred Pesos (PHP500.00)

c. Reinstatement/Lifting Fee: Five Hundred Pesos (PHP500.00)

d. Web Administrative Fee: One Hundred Pesos (PHP100.00)

e. Documentary Stamp Tax: Thirty Pesos (PHP30.00)

Section 2. Fee Schedule Review. After one (1) year from the implementation of the TRUSTMARK in relation to this Order, the DTI shall review and revisit the prescribed fees, and determine and impose a new schedule of fees, if necessary.

Section 3. Utilization of Fees. The fees collected shall be utilized for the development of the digital economy, the promotion of e-commerce, and the protection of consumers against deceptive, unfair and unconscionable sales acts or practices. Likewise, they shall be used to protect merchants and maintain a fair and competitive environment, thereby ensuring a level playing field for all.

In this regard, the DTI shall collect and utilize the fees for the following purposes, among others:

a. **Administrative Maintenance, Development and Upkeep of the Online Business Database (OBD)** – To efficiently operate the TRUSTMARK platform, including technical infrastructure, cybersecurity safeguards, system upgrades, personnel, and other incidental expenses necessary for its continuous and secure functioning, and to ensure that all registered businesses are accurately recorded and publicly accessible through a secure, searchable platform, with security-measures integration and real-time updates that promote transparency and accountability in online commerce;

b. **Support and Operation of the Online Dispute Resolution System (ODRS)** – To provide worldwide consumers and domestic online enterprises with an efficient, accessible, and affordable mechanism for resolving e-commerce disputes, reducing reliance on costly litigation, and fostering trust in online transactions;

c. **Extraterritorial Promotion of Philippine-Registered Online Businesses** – To strengthen the international reputation of the TRUSTMARK by promoting it in cross-border trade fora, digital marketplaces, and bilateral or multilateral agreements, thereby expanding market access for domestic online enterprises; and

d. **Cross-Border Regulation and Enforcement Against Substandard or Illicit Products and Services** – To enhance monitoring and enforcement activities against the proliferation of counterfeit goods, fraudulent schemes, and unsafe products in e-commerce, including cooperation with international regulatory bodies, to safeguard Philippine consumers and domestic online enterprises.

Section 4. Proof of Asset Valuation for Micro and Small Enterprises. For purposes of availing of the fees pertinent to Micro or Small enterprises, submission of a copy of the Barangay Micro Business Enterprise (BMBE) Certificate shall be required for Micro enterprises, while Small enterprise applicants shall submit any proof of their total asset valuation, including but not limited to, audited financial statements, certification from the Bureau of Internal Revenue (BIR), or any other verifiable financial documentation.

Section 5. Extension of Transitory Provision. All online merchants, e-retailers, e-marketplaces, or digital platforms availing of the Philippine market over the internet shall apply for and obtain a TRUSTMARK by 31 December 2025 in order to use the internet for conducting e-commerce, *Provided*, that any TRUSTMARK applicant that

has submitted an application on or before 31 December 2025 must clearly and conspicuously state in its website, webpage, account page or the like, that its TRUSTMARK application has been submitted to the DTI ECB, and is pending evaluation and approval.

Section 6. Strict Implementation and Enforcement. The Trustmark signifies the verified identity and legitimacy of an e-commerce enterprise. Failure to comply with the TRUSTMARK implementing rules and regulations and related issuances shall result in appropriate action.

Section 7. Repealing Clause. All Orders, issuances or parts thereof that are inconsistent with this Order are repealed or amended accordingly.

Section 8. 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 3. Effectivity. This Order shall take effect immediately after its publication in the Official Gazette or in two (2) newspapers of general circulation.

Issued this _____ at the City of Makati, Metro Manila, Philippines.

APPROVED BY:

MA. CRISTINA A. ROQUE
Secretary

RECOMMENDED BY:

ATTY. M. MARCUS N. VALDEZ II
Assistant Secretary and Supervising Head
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ATTY. ERYL ROYCE R. NAGTALON
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