**DEPARTMENT ADMINISTRATIVE ORDER NO. _____**
Series of 2025

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

**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 developed the E-Commerce Philippine Trustmark through Department Administrative Order No. 25-07 (DAO25-07) (2025);

**WHEREAS,** Section 12 of RA11967 provides that the DTI shall 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,** Department Administrative Order No. 25-07 (DAO25-07) (2025) was issued to provide the implementing rules and regulations of the TRUSTMARK;


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**WHEREAS,** there is a need for DTI to supplement DAO25-07 (2025) pursuant to its 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. Mandatory Registration.** In accordance with Section 8(c), in relation to Section 12 of RA11967, TRUSTMARK registration shall be mandatory for all online merchants, e-retailers, e-marketplaces, and digital platforms upon effectivity of this Order, *Provided,* that no online merchant, e-retailer, e-marketplace, or digital platform shall be allowed to engage in e-commerce in the Philippines, or avail of the Philippine market over the internet, without applying for a TRUSTMARK within fifteen (15) days from effectivity of this Order, *Provided further,* that any TRUSTMARK applicant 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 pending evaluation and approval.

**Section 2. Post Registration Monitoring.** The TRUSTMARK does not exempt the holder from compliance with other applicable laws or regulations.

TRUSTMARK holders shall exercise ordinary diligence in ensuring compliance with Republic Act No. 4109 (RA4109) or commonly known as the Standards Law, RA7394, Republic Act No. 11900 or the Vaporized Nicotine and Non-Nicotine Products Regulation Act, RA11967, applicable trade and industry laws, and other related laws, including their implementing rules and regulations, in relation to the conduct of their activities and the goods and/or services they sell or offer for sale. In this regard, TRUSTMARK holders are encouraged to conduct regular self-audits of their compliance with the aforementioned laws and regulations.

Digital platforms and e-marketplaces shall regularly monitor the post and listings of their online merchants, and proactively take down posts that violate the aforementioned laws.

The DTI may conduct random compliance checks and any violation/s may result in the filing of a Formal Charge and/or the revocation of the TRUSTMARK.

**Section 3. Government Licenses or Permits.** In addition to the requirements set forth in Rule II, Section 1 of DAO25-07 (2025), TRUSTMARK holders shall be required to submit the corresponding government-issued licenses or permits for regulated products or services they sell or offer to sell online. Any addition of regulated products or services by a TRUSTMARK holder to its TRUSTMARK registration shall require the amendment of the TRUSTMARK holder's registration prior to their sale or offer to sell online.

Digital platforms and e-marketplaces that hold a TRUSTMARK shall regularly remind their online merchants to secure the necessary licenses or permits for regulated products or services they sell or offer to sell online.

**Section 4. Regulated Product or Service List.** The DTI ECB shall maintain a list of regulated products and services that require government licenses or permits, the issuing authority, proof of the license or permit, and validity.

This list shall serve as constructive notice to all to verify the status of license or permit of the seller when selling or offering to sell a regulated product or service.

**Section 5. Repealing Clause.** All Orders, issuances, or parts thereof that are inconsistent with this Order are repealed or amended accordingly.

**Section 6. 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 7. 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
E-Commerce Bureau

**ATTY. ERYL ROYCE R. NAGTALON**
Officer-In-Charge Director
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