

DEPARTMENT ADMINISTRATIVE ORDER NO. 25-12
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;

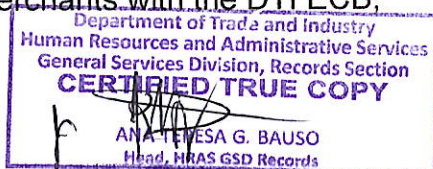
WHEREAS, Executive Order No. 913 (EO913) (1983), strengthens the rule-making and adjudicatory powers of the Secretary of Trade and Industry through the promulgation of rules and regulations to implement the provisions and intent of trade and industry laws;

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. 9178 (RA9178), or the Barangay Micro Business Enterprises (BMBEs) Act of 2002, provides the policy of the State to hasten the country's economic development by encouraging the formation and growth of barangay micro business enterprises which effectively serve as seedbeds of Filipino entrepreneurial talents, and integrating those in the informal sector with the mainstream economy, through the rationalization of bureaucratic restrictions, the active intervention of the government specially in the local level, and the granting of incentives and benefits to generate much-needed employment and alleviate poverty;

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;



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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 3 of DAO25-07 (2025) provides that the nature and purpose of the TRUSTMARK is to signify that the products, goods, or services sold online by the holder comply with applicable standards and good e-commerce practices, but not a license nor a permit to engage in e-commerce;

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 registration of online merchants, 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 their obligations and violations;

WHEREAS, the nature and purpose of the TRUSTMARK and the purpose of DTI's regulatory jurisdiction on the use of the internet for conducting e-commerce are aligned and reinforce each other;

WHEREAS, the TRUSTMARK online registration system can be used for the registration of by e-marketplaces, online merchants, e-retailers, digital platforms, and third-party platforms to use the internet for conducting e-commerce;

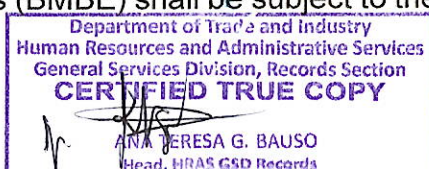
WHEREAS, there is a need for DTI to amend and supplement DAO25-07 (2025) pursuant to its mandate to exercise regulatory jurisdiction as to the use of internet for conducting e-commerce to promote trust, safety, and fair digital trade:

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

Section 1. Nature and Purpose. In accordance with Section 11 of RA11967, and Section 8(c), in relation to Section 12 of the same law, the TRUSTMARK shall be the permit for e-marketplaces, online merchants, e-retailers, digital platforms, and third-party platforms to use the internet for conducting e-commerce. Issuance of the TRUSTMARK shall signify that the products, goods, or services sold online by the holder comply with applicable standards and good e-commerce practices.

Section 2. Mandatory Registration. TRUSTMARK registration shall be mandatory for all online merchants, e-retailers, e-marketplaces, and digital platforms upon effectivity of this Order.

Section 3. Schedule of Fees. The Schedule of Fees provided under DAO25-07 (2025) shall be applicable; *Provided*, that DTI registered Barangay Micro Business Enterprises (BMBE) shall be subject to the same DAO25-07 Schedule of Fees, except



for the initial application fee which shall be waived. The fees shall be used for the administrative maintenance of the online facility, cost of service, and incidental expenses for the effective implementation of the implementing rules and regulations of the TRUSTMARK.

Section 4. 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 posts 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 5. 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 6. 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 7. Transitory Period. 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 30 September 2025 in order to use the internet for conducting e-commerce; *Provided*, that any TRUSTMARK applicant that has submitted an application for the TRUSTMARK on or before 30 September 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 pending evaluation and approval.

Section 8. Repealing Clause. All Orders, issuances, or parts thereof that are inconsistent with this Order are repealed or amended accordingly.

Section 9. 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.

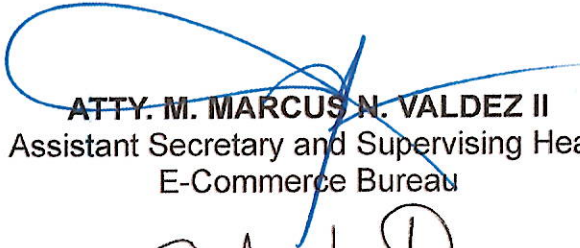
Section 10. Effectivity. This Order shall take effect immediately after its publication in the Official Gazette or in two (2) newspapers of general circulation.

Issued this SEP 04 2025 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
E-Commerce Bureau

