DEPARTMENT ADMINISTRATIVE ORDER NO. 25-02
Series of 2025

SUBJECT: GUIDELINES ON THE REGISTRATION OF ONLINE SALE OF CONSUMER PRODUCTS UNDER MANDATORY CERTIFICATION

WHEREAS, Republic Act 4109 (RA4109) or known as the "Standards Law" provides its mandate of promoting standardization activities in the country, and to ensure the manufacture, production, and distribution of quality products for the protection of consumers;

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, pursuant to Executive Order No. 292, Series of 1987, (EO292), otherwise known as the "Administrative Code of 1987", under Title X, Chapter 1, Section 3 thereof, the DTI is mandated to protect the consumer from trade malpractices and substandard or hazardous products;

WHEREAS, appurtenant to the mandate of the DTI under EO292, the DTI has the power to promulgate rules and regulations consistent with its mandate to protect consumers;

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

WHEREAS, Title I, Article 2 of Republic Act No. 7394 (RA7394), or the "Consumer Act of the Philippines" states that it is the policy of the State to protect the interests of the consumer, promote his general welfare and to establish standards of conduct for business and industry. To this end, the State, among others, shall implement measures to achieve protection against hazards to health and safety;

WHEREAS, Title II, Chapter 1, Article 5 of RA7394 states that it shall be the duty of the State to develop and provide safety and quality standards for consumer products, including performance or use-oriented standards, codes of practice and methods of tests, to assist the consumer in evaluating the quality, including safety, performance and comparative utility of consumer products; to protect the public against unreasonable risks of injury associated with consumer products; to undertake research on quality improvement of products and investigation into causes and prevention of product-related deaths, illness and injuries; and to assure the public of the consistency of standardized products;

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WHEREAS, to carry out the duty of protecting consumers against health and hazards to health and safety, the DTI Bureau of Philippine Standards (BPS) [formerly known as Bureau of Product Standards] is mandated by Republic Act No. 4109 (RA4109) among other functions, to provide for the standardization and certification of products, both locally manufactured and imported in conformity with the relevant Philippine National Standards (PNS).;

WHEREAS, pursuant to RA4109, the DTI issued Department Administrative Order (DAO) 02:2007 known as "Defining the Responsibilities and Liabilities of Manufacturers, Importers, Traders, Wholesalers, Distributors, Retailers, Service Providers and or their Agents with regard to Products/Services covered by Philippine Standards (PS) Certification Mark Scheme and Prescribing Penalties for Violation thereof of the Bureau of Product Standards (BPS)";

WHEREAS, due to the massive and seamless nature of e-commerce, the origin of consumer products has become less identifiable;

WHEREAS, the DTI has been receiving reports on the prevalence of online sale of consumer products under mandatory certification with no Philippine Standards (PS) License and Import Commodity Clearance (ICC) Certificate exposing Filipino consumers to safety hazards;

WHEREAS, Republic Act No. 11967 or the Internet Transactions Act of 2023 provides that e-marketplaces and other digital platforms shall prohibit the sale and advertisement of regulated goods unless necessary permits and license information are submitted;

WHEREAS, to control, mitigate, and prevent the proliferation, circulation, distribution, or sale of uncertified consumer products, the DTI is establishing a registration system as a mechanism for online merchants, e-retailers, e-market places and the digital platforms to prohibit the sale of uncertified products and to further protect consumers and promote the right to safety;

NOW THEREFORE, pursuant to the foregoing, the following guidelines on registering online merchants and e-retailers of consumer products under mandatory certification are hereby prescribed and promulgated for the compliance, information, and guidance of all concerned.

SECTION 1. Objectives

The objective of this Department Administrative Order (the "Order") is to establish a registration process for online merchants and e-retailers selling consumer products that require mandatory certification from the Bureau of Philippine Standards (BPS) (see Annex A) to ensure the quality and safety of all products sold or offered for sale in the Philippines.

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SECTION 2. Scope and Coverage

This Order shall apply to online merchants and e-retailers selling consumer products that require mandatory certification from the Bureau of Philippine Standards (BPS), particularly those Product Standard (PS) License or an Import Commodity Clearance (ICC), regardless of whether the online sellers have physical stores and selling other products.

SECTION 3. Exclusions

This Order shall exclude:

a. consumer products regulated by other government agencies; and
b. vaporized nicotine and non-nicotine products, their devices and novel tobacco products.

SECTION 4. Definition of Terms. As used in this Order:

For purposes of this Order, the following terms shall mean:

a. **Certificate of Online Registration (COR) –** a document issued by the DTI through the BPS attesting that an online merchant or e-retailer selling consumer products under mandatory certification has complied with this Order's requirements and is duly registered with the DTI.

b. **Consumer-to-consumer (C2C) Transactions** – transactions between end-users done for personal, family, or household purposes and not done in the ordinary course of business.

c. **Digital Platforms** - information and communication technology-enabled mechanisms that connect and integrate producers and users in online environments where goods and services are requested, developed, and sold, and data is generated and exchanged such as, but not limited to, e-marketplace, mobile application platforms, online delivery platforms, social media platforms, and travel platforms.

d. **E-marketplace** – digital platforms whose business is to connect online consumers with online merchants, facilitate and conclude the sales, process the payment of the products, goods or services through the platform, or facilitate the shipment of goods or provide logistics services and post-purchase support within such platforms, and otherwise retains oversight over the consummation of the transaction.

e. **E-retailer** refers to a natural or juridical person selling goods or services directly to consumers through its own website, webpage, or application;

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f. **Online merchant** – a person selling non-financial goods or services to online consumers through an e-marketplace or third-party digital platform. An e-retailer shall also be considered an online merchant if it offers the same goods or services outside its own website through a third-party digital platform and the online consumer purchases, leases, subscribes to, or obtains the service of the e-retailer through the said third-party platform

SECTION 5. Registration of Online Sellers and E-Retailers. Online merchants and e-retailers engaged in the sale of consumer products subject to mandatory certification shall be required to complete a **one-time registration** with the **BPS through its online portal.** Upon successful registration, online merchants and e-retailers shall be issued a **Certificate of Online Registration (COR)** as proof of compliance with regulatory requirements. The COR shall be valid unless cancelled or revoked by the DTI.

The following shall be the requirements:

a. Duly accomplished **Application Form** with an undertaking to comply with the terms of the Certificate of Registration (COR), including a commitment to sell only certified products from legitimate manufacturers and distributors, and to adhere to fair trade laws.

b. Proof of listing in the Online Business Database (OBD), as maybe prescribed under the Internet Transactions Act (ITA) or proof of business registration as specified below:

   i. For Sole Proprietorships: Certified True Copy of the Business Name Registration Certificate issued by the DTI.

   ii. For Corporations and Partnerships: Certified True Copy of the Certificate of Registration and Articles of Incorporation/Articles of Partnership issued by the Securities and Exchange Commission.

   iii. For Cooperatives: Certified True Copy of the CDA Certificate of Registration from the Cooperative Development Authority.

c. List of online sites (e-market places, digital platforms or websites) where the online merchant or e-retailer is operating/selling.

d. Vicinity map of the geographic address (e.g., physical store, warehouse, stockroom, etc.).

e. List of brand and type/grade/capacity/model of consumer products being sold online that are covered by the mandatory certification.

f. Copy of PS License or ICC Certificate.

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g. Valid identification of the applicant or Authorization Letter or Secretary's Certificate, as the case maybe.

For online merchants and e-retailers with multiple physical addresses, only one registration is required. However, a list of all physical stores, warehouses, or stockrooms, along with individual vicinity maps for each location, must be submitted, clearly identifying the primary address.

The BPS shall post the list of registered online merchants and e-retailers publicly through its website.

SECTION 6. Schedule of Registration. The registration of online merchants and e-retailers shall be done in phases depending on the type of consumer product. Below is the list of schedules:

TYPE OF CONSUMER PRODUCT	START OF REGISTRATION
Household appliances	90 days after the effectivity of this Order
Consumer electronics	
Lighting and wiring devices	May 2025
Steel products	
Plastic pipes and Ceramic products	
Cement and Other construction materials	
Chemical **products**	June 2025
Automotive related products	
Other consumer products	

SECTION 7. Amendment of COR to Include/Exclude Brands and/or Types of Consumer Products. Inclusion/exclusion of brands and/or types of consumer products may be made after the issuance of the COR by sending a letter to BPS informing of the additional brands/types of consumer products with the updated List of Brands/Types of Consumer Products being sold online by online merchants and e-retailers to consumers highlighting the new ones.

SECTION 8. Non-transferability or Exclusivity of the Registration. No online merchant or e-retailer shall transfer its COR or permit its use by any other firm or individual. Any unauthorized transfer or use of the COR will result in its immediate cancellation.

SECTION 9. Effect of Transfer of Online Site and/or Physical Address. If an online merchant or e-retailer transfers to a different online site or primary physical address, it must submit an application for amendment.

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For merchants with multiple online sites or physical addresses, any changes, additions, or deletions to the list must also be updated by submitting an amendment application.

SECTION 10. Effect of Change in the Type of Business. If the online merchant or e-retailer changes its type of business (e.g., from sole proprietorship to corporation).

SECTION 11. Cancellation of the COR. The COR of a registered online merchant or e-retailer found to be selling uncertified products shall automatically be cancelled. Cancelation shall be without prejudice to the filing of any other administrative or criminal complaints

SECTION 12. Cessation of online business. In case the online merchant or e-retailer ceases to operate its online business of consumer products, the same shall notify the BPS for the automatic cancellation of the COR.

SECTION 13. Monitoring and Enforcement. The Fair Trade Enforcement Bureau (FTEB), and Regional and Provincial Offices (ROs/POs) shall have access to the registration database for compliance monitoring, surveillance, and/or enforcement purposes and tracking of the physical address in case of a consumer complaint.

SECTION 14. Role and Responsibility of E-Marketplaces and Digital Platforms. E-marketplaces and digital platforms shall ensure that all online merchants and e-retailers selling consumer products under mandatory certification are duly registered with the BPS and possess a valid Certificate of Online Registration (COR), as required under this Order.

SECTION 15. Effect of Non-Compliance. Online merchants and e-retailers who fail to register with the DTI as required by this Order will be issued a Notice of Suspension of their online operations. The suspension will remain in effect until the merchant or e-retailer completes the registration. This suspension is without prejudice to other administrative or criminal penalties that may be imposed for violations of relevant laws.

On the other hand, subject to the transitory period of the ITA and its Implementing Rules and Regulations, e-marketplaces and digital platforms that fail to comply with their obligations under this Order shall be subject to penalties in accordance therewith without prejudice to other administrative or criminal penalties that may be imposed for violations of relevant laws.

SECTION 16. Implementing Guidelines. The BPS may issue suppletory or procedural guidelines, as may be necessary.

SECTION 17. Creation of an Online System. To facilitate compliance, the Fair Trade Group (FTG) is hereby directed to coordinate with the Information Systems

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Management Service (ISMS) in the development or enhancement of the BPS portal.

SECTION 18. Separability Clause. Should any provision of this order or any part thereof be declared invalid, the other provisions, so far as they are separable from the invalid ones, shall remain in force and effect.

SECTION 19. Effectivity. This Order shall take effect ninety (90) days after its publication in a national newspaper of general circulation, a copy of which shall be submitted to the University of the Philippines–Office of National Administrative Register.

Done in the City of Makati this FEB 2 1 2025 day of _____ 2025..

APPROVED BY

MA. CRISTINA A. ROQUE
Secretary

RECOMMENDED BY

ATTY. AGATON TEODORO O. UVERO
Assistant Secretary and Supervising Head
Fair Trade Group (FTG)

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