



## WTA Governance and Policy - Terms and Reference

### 1. Purpose

The purpose of this document is for reference of the World Trustmark and trade Alliance (WTA) members on the organization policy and member's function or role.

### 2. Governance and Policy Scope

This document is valid to trustmark and related organization or country representative who agreed to become the WTA members. The whole document is the Governance and Policy for the members to comply.

### 3. Definitions

For purposes of this document, unless otherwise stated, the following definitions shall apply:

3.1 *Trustmark*: A badge, image, logo found, certification system on an electronic commerce Web site that indicates the web site has passed accreditation measurements. The trustmark shows approval branding of a well-known third party.

3.2 *Trade*: A trading organization related to trustmark providers, users, promoters or facilitators.

### 4. Background and Objective or World Trustmark and trade Alliance

4.1 *Background*: WTA is established since 2011 with combination of Asia-Pacific region and other trustmark provider from Europe and Latin America region, by extending ATA established at 2004. Currently there are 42 trustmark organizations from 28 country members. During annual meeting in 2019, WTA is extended to be the "World Trustmark and trade Alliance".

4.2 *Objectives*: The purpose of the WTA is to encourage and support the smooth collaboration and cooperation among the WTA member, other Trustmark and related trade stakeholders as required.

### 5. Membership and Terms of Reference

The WTA is open to any Trustmark and related trade organization, either government or supported and/or funded by the government, private sector or combination thereof that is interested in sharing the objectives of the WTA. Before an organization becoming as a Member, the organization will be given the opportunity to be an Affiliate Member or Observer. All types of membership will abide to this document as the Terms of Reference (ToR).

#### 5.1 Full Member

5.1.1 Trustmark and related trade organization have secured the authority to represent the countries' interests;

5.1.2 Applications to become a Full Member will be discussed and subject to the approval of WTA Steering Committee (SC);

5.1.3 Full Members have the right to vote on WTA issues and to stand for elections to the SC in the WTA Annual Meeting (WAM);

5.1.4 Each WTA Full Member will have one vote;

5.1.5 Each full member will designate a person as a primary Point of Contact (PoC) for communications and administrative interaction within the WTA.



## 5.2 *Affiliate Member (Observer)*

- 5.2.1 The Affiliate membership is open to all trustmark related organization;
- 5.2.2 An application for an Affiliate Member must be sponsored by one of WTA Full Members;
- 5.2.3 Applications to become an Affiliate Member will be discussed and subject to the approval of the WTA Chairman and majority members;
- 5.2.4 Affiliate Member can participate in WTA activities but have no rights to vote or to stand for elections in the WTA.
- 5.2.5 Affiliate Member will attend the Task Force or Annual Meeting by invitation only.

## 5.3 *Chairperson*

- 5.3.1 The WTA is led by a Chairperson, assisted by a Vice Chairperson and Secretariat of WTA.
- 5.3.2 The role of WTA Chair person is to lead the WTA member organizations in promoting the alliance and promoting its activities. Where possible, the WTA Chairperson will represent WTA in various forums to speak on behalf of WTA and articulate WTA positions and ideas.
- 5.3.3 Chairperson does not necessarily represent the country where the Chairperson is based.
- 5.3.4 Chairperson is elected by the Member and will be appointed for a term of 2 years. This position will act as the point of contact for the WTA.

## 5.4 *Secretariat*

- 5.4.1 The roles of WTA Secretariat are:
  - a) To provide necessary administration support to the Chairman and members;
  - b) To provide members with information services;
  - c) To facilitate the communication among members;
  - d) Coordinate the activities of the WTA;
  - e) Maintain the WTA records and membership information;
  - f) Provide general guidance for prospective members and other interested parties;
  - g) Serve as an administrative point for WTA;
  - h) Maintain the WTA web site, e-mail lists and related resources.
- 5.4.2 The WTA Secretariat should consist of 2 staffs, one from nomination (long term position) and one from Chairperson's country (changed year by year).

## 5.5 *Election and Rotation* of the Chairperson, Vice Chairperson and Secretariat

- 5.5.1 The WTA is led by a Chairperson, assisted by a Vice Chairperson, followed by the Board of Secretariat.
- 5.5.2 In case Chairperson is changed during the term, Vice Chair will be automatically replaced for the Chairman until the end of the term.
- 5.5.3 Vice Chair can be nominated to be the Chairperson for the next term.



## 5.6 *Honorary Member*

5.6.1 WTA members can nominate organization that made significant contributions in the development of the trustmark industry as Honorary Member. Nominees for Honorary Member are affirmed through voting by the WTA members. Honorary Member is bounded by the WTA Governance and eligible to vote on WTA matters.

## 5.7 *Member's Responsibilities*

5.7.1 All WTA members are required to use best efforts to:

- a) At all times act in good faith to promote the scope and objectives of the Alliance and not in a manner detrimental to or inconsistent with the intention of the Parties;
- b) Introduce the Alliance on their respective websites;
- c) Contribute to the development and promotion of electronic commerce and on-line transactions;
- d) Promote the trustworthiness of the Operating Organizations, their Accredited Businesses and related trade organizations;
- e) Promote the Alliance and its activities; and
- f) Do all things necessary to further the Alliance.

## 5.8 *Accession of New Member*

5.8.1 When new members apply to join WTA, the new member will need to:

- a) Provide proof of legitimacy and recognition of their status as a trustmark operator or related organizations.
- b) To be on the market for at least 2 years.
- c) Complete the necessary particulars related to their organization, as specified in the WTA New Member Agreement.
- d) The information will be required to be sent to the WTA secretariat, who will then inform the WTA chairperson about such a request. The WTA Chairperson/ Secretariat will then call a meeting or teleconference, sending emails, or contacting in other suitable manner to the current WTA members to vote on whether or not to accept the new member.

5.8.2 If one trustmark or related trade organization of the country has been already WTA member, the applicant should present the Letter of Intent with the support from belated Government agency and the trustmark member.

5.8.3 Each country should not exceed 2 trustmark organizations and 2 related trade organization s to be the member of WTA.

## **6. Meeting and Projects**

6.1 Chairperson/secretariat should convene a meeting at least once a year after adjusting its schedule among members. Furthermore, Chairperson/Secretariat should play a role in facilitating communication amongst members and observers via suitable communication channel for the WTA.

6.2 Meetings could be held in countries other than the country of Chairperson/Secretariat.



6.3 Working Group or Task Force (collective terms will be a “Project”) upon specific purpose for the WTA could be organized by discussing and/or voted in Meetings.

**7. Voting**

7.1 A simple majority vote by members will be adopted when members taking a vote a motion.

7.2 *Subjects to be voted are:*

- 7.2.1 Electing Chairperson and Vice Chairperson
- 7.2.2 Accession of a new member and Honorary Member
- 7.2.3 Changing a member organization, mission, and rules of WTA
- 7.2.4 Organizing and completing Projects
- 7.2.5 Other important matters

7.3 *Rules of voting:*

- 7.3.1 Each organization and Honorary Member could have one eligible voting right.
- 7.3.2 Valid vote should be participation in a vote by a half of member organizations at the WTA meeting or teleconferences.
- 7.3.3 The abstention could be counted as voting majority.
- 7.3.4 Absent member cannot use proxy to vote.

**8. Legislative Compliance**

There is no specific legislation directing this policy.

**9. References**

N/A

**10. Appendices**

N/A

**11. Approval by the Members**

Organization	Location
SOSA	Taiwan
CyberSecurity Malaysia	Malaysia
ODR Network	Japan
TradeSafe	Japan
Acxiom	USA
eComViet	Vietnam
EBS	China
	China
	Hong Kong
	Singapore

**12. Contact Person**

The following person may be approached on a routine basis in relation to this policy:

WTA Secretariat: JJ Pan

Email: docjpan@gmail.com

————— End of WTA Governance and Policy —————