

Update WTA Guidelines of Trustmark Operations By Catching Up Global Trend of Cross-borders

Guidelines of Trustmark Operations (the “Guidelines”) had been released by ATA since 2003 and updated in 2008, which set up the benchmark of Ecommerce trustmark certifiers and baseline of Ecommerce trustmark operations in the world for 18 years.

Along with the global trend of digital trading cross-borders, the distinguished six parts of the “Guidelines” including Disclosure of information, Practices, Security, Privacy, Alternative dispute resolution (ADR), Monitoring were reviewed by WTA special taskforce. The review is led by advisor, Richard Chen , participated by Acxiom US, CommerceNet Singapore, Cybersecurity Malaysia, EBS China, TradeSafe Japan, HKFEC Hong Kong, Leeandli Taiwan (by alphabetical orders) and based on the criteria of Measurability (the rule has a specific presentation, description or statement for easy understanding), Specification(the rule can be measured or considered for tangible outcomes), Feasibility (the rule is considered to be practical, achievable, able to be implemented , or related), Cross-border capability (the rule can be is able to apply between two areas or countries for general cross border criteria). APEC Cross-Border Privacy Rules (CBPRs) were also referenced in conjunction with the review.

The new contents were proposed by the above experts according to the examined criteria and experienced trustmark certifiers. Furthermore, the assessment criteria of cross-border trustmarks (“Criteria”) was submitted by increasing contents of criteria and assessment considerations. Implementation of unique assessment Criteria will further ensure the consistency of certification process across the global. The possibilities of issuing Cross-border trustmark and new business opportunities were discussed widely and practically for the considerations of geography, culture, economics, and future trends.

Thanks to the valuable contributions of all the participants, updated Guidelines and Criteria will be officially released after annual meeting in 2022. Please click [here](#) to provide further comments. The updated **Guidelines and Criteria** were expected to have further impacts on the trustmark certification of digital trading especially for cross-border Ecommerce during next new era.

