

News Updates

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**Department of Trade and
Industry (DTI)**

E-COMMERCE PHILIPPINE TRUSTMARK: BUILDING TRUST IN THE DIGITAL MARKETPLACE

The E-Commerce Philippine Trustmark is a government-endorsed digital badge issued by the Department of Trade and Industry (DTI). It certifies that an online seller or platform complies with standards of product quality, safety, transparency, and consumer protection, under both the Internet Transactions Act (RA 11967) and the Consumer Act of the Philippines. Launched on **July 7, 2025**, the initiative empowers buyers to shop confidently and encourages ethical compliance among online merchants.

Online sellers across the Philippines have been given until **September 30, 2025** to have their products evaluated and registered for the Trustmark. This deadline underscores government efforts to weed out substandard products and protect consumers in the growing digital economy.

1. What Sellers Should Do Now

If you sell products online in the Philippines, here's a guide to staying ahead:

- **Apply Early:** Start your application via trustmark.dti.gov.ph to avoid last-minute rushes
- **Ensure Compliance:** Be ready to submit registration documents (DTI/SEC/CDA, BIR. Etc.) and ensure your products meet quality standards.
- **Use the Advantage:** Displaying the Trustmark signals credibility and helps attract discerning buyers.
- **Stay Informed:** Monitor DTI updates for changes in policy or requirements as the certification transitions from voluntary to mandatory under RA 11967.

2. What It Means for Consumers and the Market

- **For Consumers:** The Trustmark simplifies identifying trustworthy sellers, buy with confidence knowing your purchase meets DTI-verified standards.
- **For Sellers:** Trustmark holders gain a competitive edge, improved reputation, and higher visibility amid rising consumer expectations.
- **For Platforms:** E-commerce and delivery services must collaborate with DTI to support compliance and host only certified merchants.
- **For the Market:** These measures pave the way for a safer, more accountable, and transparent digital economy in the Philippines.

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