


ATA

**Asia-Pacific
Trustmark
Alliance**

***The Asia-Pacific
Trustmark Alliance
Update***



8 Nov 2007
Tokyo, Japan



ATA
is now
Asia-Pacific
Trustmark Alliance

Asia-Pacific Trustmark Alliance

- Strengthen consumer confidence and reliance on members' Trustmarks through mutual recognition
- Expand business opportunities beyond local markets
- Promote “good practice” in cross-border transactions and complaint handling mechanisms
- Build trust in e-commerce markets by a public-private hybrid approach
- Become a model of cooperation as the first step towards a global alliance

ATA Members

TradeSafe, Japan

ECNetwork, Japan

AMIPCI, Mexico

SOSA, Taiwan

KIEC, S. Korea

CommerceNet, Singapore

CaseTrust, Singapore

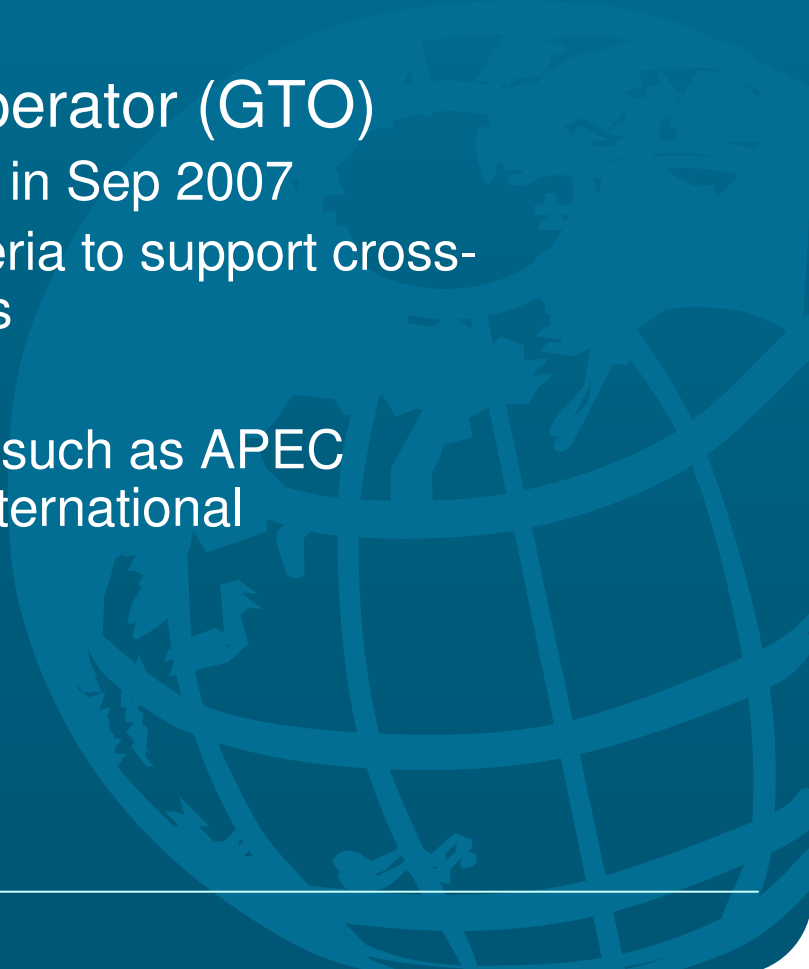
TRUSTe, USA

ATA - Become a model of cooperation as the first step towards a global alliance



- 1st ATA meeting in Jul 03 – Singapore
 - 2nd ATA meeting in Sep 04 – Taipei
 - 3rd ATA meeting in Jul 05 – Seoul
 - 4th ATA meeting in Jul 06 – Singapore
 - ATA Ad Hoc meeting in May 07 – Mexico City
 - 5th ATA meeting in Nov 07 - Tokyo
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- 1st ATA CC Taskforce meeting in Nov 06 – Taipei
 - 2nd ATA CC Taskforce meeting in Feb 07 – Tokyo
 - 3rd ATA CC Taskforce meeting in May 07 – Mexico City

ATA achievements

- ATA MOU
 - Signed by 8 parties from 6 countries
 - ATA Guidance for Trustmark Operator (GTO)
 - Final report delivered by task force in Sep 2007
 - Includes substantive minimum criteria to support cross-recognition amongst ATA members
 - Endorsed by ATA
 - To publish for public consumption such as APEC governments, GBDe, Consumer International
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Guidance for Trustmark Operators

ATA Guidance for Trustmark Operator

- Disclosure of Information
 - Accuracy
 - Accessibility
 - Information Domains
- Practices
 - Cancellation/Return
 - Communications



ATA Guidance for Trustmark Operator

- Security
 - Security of transferred information
 - Security of stored information
 - Security of information held by 3rd parties
 - Retaining confidential information
 - Proportionality of safeguards
 - Periodic review and reassessment

ATA Guidance for Trustmark Operator

- Privacy
 - Preventing Harm
 - Notice
 - Collection Limitation
 - Uses of Personal Information
 - Choice
 - Integrity of Personal Information
 - Security Safeguards
 - Access and Correction
 - Accountability
- 


ATA Guidance for Trustmark Operator

- Alternate Dispute Resolution
 - Provision of notice regarding means of resolving dispute directly with merchant
 - Internal complaint resolution
 - Notice regarding submission of dispute to ADR system
 - Cost of ADR system
- Monitoring
 - Monitoring of merchant by Certifier
 - Program updating by Certifier



ATA Plans in 2007/8

Focus in 2007/8

- Increase geographical coverage of ATA
 - Potential members from Thailand, Malaysia and China
 - Common register of all merchants accredited by ATA members
 - Marketing push of ATA
 - Benchmark members against Common Criteria
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In Appreciation

- Thanks to GBDe for hosting the 5th ATA Meeting
- GBDe has been a great supporter for ATA



Thank You!

The slide features a dark blue header bar at the top. The main background is a medium blue color. On the left side, there is a vertical decorative bar with a fine, horizontal-line texture. In the lower right quadrant, there is a faint, light blue graphic of a globe with latitude and longitude lines. The text "Thank You!" is centered in the middle of the slide in a bold, italicized, white font.