Article 79
Paperless Trade Administration

1. Each Party shall endeavour to make all trade administration documents available to the public in an electronic form.

2. Each Party shall endeavour to accept trade administration documents submitted electronically as the legal equivalent of the paper versions of such documents.

3. The Parties shall cooperate bilaterally and in international fora to enhance the acceptance of electronic versions of trade administration documents.

Article 80
Protection of Online Consumers

1. The Parties recognise the importance of adopting and maintaining transparent and effective consumer protection measures for electronic commerce as well as measures conducive to the development of consumer confidence.

2. The Parties recognise the importance of cooperation between their respective competent authorities in charge of consumer protection on activities related to electronic commerce in the context of their bilateral trade in order to enhance consumer protection.

3. The Parties recognise the importance of:

(a) adopting or maintaining measures, in accordance with their respective laws and regulations, to protect the personal data of electronic commerce users; and

(b) taking international standards and criteria into account in developing such measures.

Article 81
Private Sector Participation

1. Each Party shall endeavour to ensure that regulatory frameworks governing electronic commerce support industry-led development of electronic commerce with a view to promoting bilateral trade between the Parties.

2. Each Party shall encourage the private sector to adopt self-regulation, including through codes of conduct, guidelines and enforcement mechanisms, with a view to supporting electronic commerce.

Article 82
Cooperation

1. The Parties shall cooperate to identify and overcome obstacles encountered in particular by small and medium-sized enterprises in using electronic commerce in the context of their bilateral trade.

2. The Parties shall endeavour to share information and experiences, including on related laws, regulations and best practices in the field of electronic commerce in relation to, *inter alia*:

(a) data privacy;

(b) fight against unsolicited commercial messages transmitted through the Internet such as electronic mails;

(c) consumer confidence in electronic commerce;

(d) cyber-security;

(e) intellectual property;

(f) electronic government; and

(g) public morals, in particular ethics for young generations.

3. Each Party shall encourage, through existing means available to it, the activities of non-profit organisations in that Party aimed at promoting electronic commerce, including the exchange of information and views.

4. The Parties shall, where appropriate, cooperate in relevant international organisations and fora to contribute to the development of the international framework for electronic commerce.

Article 83
Exceptions

For the purposes of this Chapter, Articles 22, 55 and 56 shall apply *mutatis mutandis*.