3. Notwithstanding paragraph 2, each Party may require that, for a particular category of transactions, the method of electronic authentication or electronic signature meets certain performance standards which shall be objective, transparent and non-discriminatory and shall only relate to the specific characteristics of the category of transactions concerned or is certified by an authority accredited in accordance with its laws and regulations.

4. The Parties shall encourage the use of interoperable electronic authentication and electronic signatures.

ARTICLE 8.78

Principles on access to and use of the Internet for electronic commerce

Subject to its applicable policies, laws and regulations, each Party should adopt or maintain appropriate measures to ensure that a consumer[1] in its territory may:

(a) access and use services and applications of the consumer's choice available on the Internet, subject to reasonable, transparent and non-discriminatory network management;

(b) connect the devices of the consumer's choice to the Internet, provided that such devices do not harm the network; and

(c) access information on the network management practices of the consumer's Internet access service supplier.

[1] For the purposes of this Article, "consumer" means any natural or juridical person using the Internet for personal, trade, business or professional purposes.

ARTICLE 8.79

Consumer protection

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

2. Each Party shall adopt or maintain consumer protection laws and regulations to proscribe fraudulent and deceptive commercial activities that cause harm or potential harm to consumers engaged in online commercial activities.

3. The Parties recognise the importance of and shall promote cooperation between their respective competent authorities in charge of consumer protection on activities related to electronic commerce in order to enhance consumer protection and welfare. To this end, the Parties affirm that cooperation under paragraphs 4 to 6 of Article 11.7 includes cooperation with respect to online commercial activities.

ARTICLE 8.80

Personal information protection

1. The Parties recognise the economic and social benefits of protecting the personal information of users of electronic commerce and the contribution that this makes to enhancing consumer confidence in electronic commerce.