

3. Each Member State shall encourage the use of alternative dispute resolution to facilitate the resolution of claims over e-commerce transactions.

4. Member States shall endeavour to recognise the importance of the principle of technology neutrality and recognise the need for alignment in policy and regulatory approaches among Member States to facilitate cross border e-commerce.

ARTICLE 6 COOPERATION

1. Each Member State shall cooperate in areas including:
 - (a) Information and Communication Technology (ICT) infrastructure;
 - (b) education and technology competency;
 - (c) online consumer protection;
 - (d) e-commerce legal and regulatory frameworks;
 - (e) electronic transaction security, including protection of online personal information;
 - (f) electronic payment and settlement;
 - (g) trade facilitation;
 - (h) intellectual property rights;
 - (i) competition;
 - (j) cybersecurity; and
 - (k) logistics to facilitate e-commerce.

2. Each Member State shall undertake the following cooperation initiatives, as appropriate:

- (a) sharing of information and experiences, and identifying best practices;
- (b) implementing programmes or projects to provide assistance to Member States to enhance their domestic regulatory frameworks in support of e-commerce and to promote broader application of e-commerce; and
- (c) establishing cooperation mechanisms among competent authorities to facilitate prompt investigation and resolution of fraudulent incidents related to e-commerce transactions and other matters agreed to by Member States.

ARTICLE 7

FACILITATING CROSS-BORDER E-COMMERCE

1. Paperless Trading

Each Member State shall expand the use of electronic versions of trade administration documents and facilitate the exchange of electronic documents through the use of ICT consistent with the provisions of the *ASEAN Agreement on Customs* signed on 30 March 2012 in Phnom Penh, Cambodia, and other international agreements on paperless trading to which Member States are parties.

2. Electronic Authentication and Electronic Signatures

- (a) Except in circumstances otherwise provided for under its laws and regulations, a Member State shall not deny the legal validity of a signature solely on the basis that the signature is in electronic form.