
19. DIGITAL TRADE

Mexico's main objectives

- Strengthening and boosting the development of digital commerce through a legal scheme that promotes electronic operations and provides security to users.
- Promoting a digital environment that favors operations by secure electronic means.
- Generating and driving innovation of high quality content, products and digital services, allowing a transformation in how people and companies interact.

Benefits for Mexico

- Strengthens the development of digital commerce, boosting the participation of SMEs.
- Establishes rules that provide legal certainty to governments, businesses and consumers while protecting their personal data.
- Maintains a legal framework that oversees electronic transactions.

Chapter's main provisions

- Provides personal information protection for digital commerce users through electronic authentication and signature procedures, which are legally valid for electronic commercial operations **(Article 19.6)**.
- Follows the principles and guidelines of international organizations such as the Asia-Pacific Economic Cooperation Forum (APEC) and the Organisation for Economic Cooperation and Development Organization (OECD) **(Article 19.8)**.
- Provides a free flow of information, allowing for more dynamic digital commerce operations and avoiding the imposition of barriers to the flow of information with commercial purposes **(Article 19.11)**.
- Promotes the access of people with disabilities to information technologies **(Article 19.14)**.
- No Party shall require the transfer of, or access to, a source code of software as a condition for conducting business, allowing for the protection of intellectual property **(Artículo 19.16)**.
- Boosts the growth of interactive computer services, providing the development of computer platforms that allow interaction between users **(Article 19.17)**.
- Facilitates access and use of open public data and supports the transparency of the public sector by providing useful information for the general public. Reutilization of public data allows entrepreneurs to create new types of content and commercial services; allows individuals to make better informed decisions and; allows governments to collaborate towards the improvement of public spaces **(Article 19.18)**.