

MINISTRY OF ECONOMY
VICE MINISTRY OF INDUSTRY AND COMMERCE



SECRETARÍA
DE ECONOMÍA

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Mexico City, September 24, 2012.

*Letter of Intent to Participate in the APEC Cross Border
Privacy Rules (CBPR) System*

MARIA LOURDES A. YAPTINCHAY
Chair of the Electronic Commerce Steering Group
Asia Pacific Economic Cooperation

On behalf of the Mexican Government, I am pleased to announce our country's firm intention to participate in the APEC Cross-Border Privacy Rules (CBPR) System, pursuant to Paragraph 2.2 of the "Charter of the APEC Cross-Border Privacy Rules System Joint Oversight Panel" (Charter), to continue developing e-commerce throughout the region and implementing privacy and consumer protection policies in online transactions.

I would also like to confirm that the Federal Institute for Access to Information and Data Protection, IFAI, is a participant in the Cross-Border Privacy Enforcement Arrangement. In addition, I confirm that Mexico expects to have at least one APEC-recognized Accountability Agent subject to the procedures outlined in paragraph 6.2 of the Charter of the APEC Cross-Border Privacy Rules System.

Please find the following information attached to this letter:

- A narrative description of the relevant domestic laws and regulations that may apply to any CBPR certification-related activities of an Accountability Agent operating within Mexico's jurisdiction and the enforcement authority associated with these laws and regulations (*Annex A*); and
- The Completed APEC CBPR System Program Requirements Enforcement Map (*Annex B*) describing Mexico's ability to take enforcement actions under applicable domestic laws and regulations that have the effect of protecting personal information consistent with the CBPR program requirements.

Please direct any enquiries regarding this letter to Elizabeth Argüello,
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Sincerely,

Vice Minister for Industry and Commerce

LORENZA MARTÍNEZ TRIGUEROS

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