CSM chief Dr Amir appointed chairman of World Trustmark Alliance

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- *Comes after CSM elected the 2014 Chair of the WTA*

- *To host AGM and awareness conference in Oct, 2014*

NATIONAL cyber-security specialist agency CyberSecurity Malaysia said it has been elected and appointed the 2014 Chair of the World Trustmark Alliance (WTA), and that with this appointment, its chief executive officer Dr Amirudin Abdul Wahab *(pic)* is now the Chairman of the WTA.

WTA is a global organisation of trustmark operators, and currently comprises 37 members from 30 countries all over the world, including Malaysia, Japan, Taiwan, the United States, Germany, France, Mexico, Thailand, Korea, Singapore, Philippines, China and Vietnam.

Last year, the Chair position was held by Truste, a US trustmark operator, CyberSecurity Malaysia (CSM) said in a statement.

As the new Chair, CSM will be hosting WTA's annual general meeting (AGM) and Awareness Conference in Malaysia this coming October, where the 37 trustmark operators from 30 countries will meet.

CSM became a member of the WTA on Nov 30, 2011, after being appointed by the Malaysian Government to operate the Malaysia Trustmark for Private Sector programme (MTPS) a year earlier.

"I am pleased to accept this appointment on behalf of CyberSecurity Malaysia's MTPS," said Dr Amirudin.

"I would like to thank WTA members for entrusting CyberSecurity Malaysia and myself to be the new leader of WTA. This clearly demonstrates WTA members' recognition of CyberSecurity Malaysia's professionalism and contribution to WTA since 2011," he added.

There is tremendous growth potential for e-business both globally and locally, CSM noted in its statement. However, the industry is prone to problems such as credit card fraud, fraudulent e-business merchants, phishing sites and hacker attacks on e-commerce websites.

"These security and 'trust' issues prompted the Government to implement a programme to promote greater trust and confidence in e-business in Malaysia, where e-business entities could be assessed and certified for legitimacy and cyber security," said Dr Amirudin.

"CSM was given the responsibility to operate the [MTPS](#), while the Malaysian Administrative Modernisation and Management Planning Unit (Mampu) operates the Malaysia Trustmark for the public sector programme known as *Malaysia Trustmark bagi Sektor Awam* (MTSA).

"We decided to become a member of the WTA to ensure that MTPS complies with global e-business practices. We ran a pilot programme in 2012 and [officially launched MTPS](#) on July 3, 2013," he added.

WTA uses a Code of Conduct, also known as Guidelines for Trustmark Operators – Good Online Behaviour for Merchants, which covers six domains:

1. Disclosure of Information,
2. Practices,
3. Security,
4. Privacy,
5. Alternative Dispute Resolution (ADR), and
6. Monitoring.

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