

January 29, 2020

House of Commons
Ottawa, Ontario
Canada
K1A 0A6

Dear Members of Parliament:

On behalf of the members of the Electronic Transactions Association (ETA), I am writing in support of the Canada-United States-Mexico Agreement (CUSMA).

We are confident that implementation of the CUSMA will strengthen cross border digital trade leadership and advance the ability of companies involved in electronic payment products and services to grow platforms and services that enable engagement with the digital economy.

As the leading trade association for the payments industry, ETA represents over 500 companies that offer electronic transaction processing products and services. Our membership spans the breadth of the payments industry to include independent sales organizations, payments networks, financial institutions, transaction processors, mobile payments products and services, payments technologies, equipment suppliers, and online small business lenders.

Digital technology drives global commerce and ensures payments happen on time and in the correct amount. The CUSMA promotes and sets a new and important precedent for modern trade rules that reflect the growing importance of data, technology, and innovation in the North American economy.

Businesses and entrepreneurs in every community use the internet to sell and export their goods and services across the globe and the CUSMA includes strong provisions that allow for the free flow of information across borders. Additionally, the new trade agreement encourages the signatory governments to release non-sensitive data in an open format so companies have the opportunity to build additional applications and services. This is essential to the vibrancy of the international economy and will ensure Canadian businesses and entrepreneurs can easily access data and provide services to partners in the U.S. and Mexico.

The CUSMA also limits government restrictions on information flow across borders, recognizing that wide availability of information leads to more trade and economic growth. The provision which bars the parties from requiring any sector to use or locate computing facilities in their territory as a condition for conducting business will allow companies to store their data wherever they choose which will reduce the cost and regulatory burdens of doing business in other countries and ensure data isn't vulnerable to attack. Leveraging the global, interconnected nature of the internet is beneficial to all consumers expanding into new markets.



The CUSMA reflects the important principle that consumers' privacy should be protected no matter where an individual or business is located. The CUSMA promotes flexible but strong privacy laws and cybersecurity standards to protect peoples' data without prohibiting the movement of data across borders.

Ratification of the CUSMA will provide a boost for the North American economy and bring predictable rules for all companies that use electronic payments. With the U.S. and Mexico already having ratified the trade agreement, ETA encourages Canada's Parliamentarians to complete the process by ratifying this progressive new trade agreement as quickly as possible.

We are pleased that CUSMA continues to be regarded as a priority and we appreciate your ongoing interest, engagement and leadership on this important issue. If you have any questions, please feel free to contact me directly at stalbott@electran.org.

Sincerely,



Scott Talbott
Senior Vice President of Government Relations
Electronic Transactions Association

