

approaches for authentication of electronic transactions through technologies such as digital signatures.

8. I direct the Secretary of Commerce and the Director of the Office of Management and Budget to encourage private industry and privacy advocacy groups to develop and adopt within the next 12 months effective codes of conduct, industry developed rules, and technological solutions to protect privacy on the Internet consistent with the Privacy Principles issued by the Information Infrastructure Task Force (IITF) Privacy Working Group. I further direct the Director of the OMB to develop recommendations on the appropriate role of government consistent with "A Framework for Global Electronic Commerce." I further direct the Secretary and the Director to ensure that means are developed to protect the privacy of children.
9. I direct the Secretary of Commerce to encourage the development and adoption within the next 12 months by industry of easy to use and effective rating systems and filtering technologies that empower parents, teachers, and other Internet users to block content that is inappropriate for children.
10. I direct the Secretary of Commerce to support private sector development of technical standards for the Internet and the U.S. Trade Representative to oppose efforts by foreign governments to impose standards or to use standards for electronic commerce as non-tariff trade barriers.
11. I direct the Secretary of the Treasury to cooperate with foreign governments to monitor newly developing experiments in electronic payment systems; to oppose attempts by governments to establish inflexible and highly prescriptive regulations and rules that might inhibit the development of new systems for electronic payment; and as electronic payment systems develop, to work closely with the private sector in order to keep apprised about policy development and ensure that governmental activities flexibly accommodate the needs of the emerging marketplace.
12. I direct all executive departments and agencies to promote efforts domestically and internationally to make the Internet a secure environment for commerce. This includes ensuring secure and reliable telecommunications networks; ensuring an effective means for protecting the information systems attached to those networks; ensuring an effective means for authenticating and guaranteeing confidentiality of electronic information to protect data from unauthorized use; and providing information so that Internet users become well-trained and understand how to protect their systems and their data.
13. I direct the Administrator of General Services to move the Federal Government into the age of electronic commerce by expanding "GSA Advantage," its online shopping service for the Federal community to cover four million items by 12 months from now.

I am asking the Vice President to lead an interagency group coordinating the U.S. Government's electronic commerce strategy. Further, I am directing that executive department and agency heads report back to the Vice President and me through this interagency group every 6 months on their progress in meeting the terms of this directive.

WILLIAM J. CLINTON

Message to Internet Users on Electronic Commerce *July 1, 1997*

I have today approved and released a report—"A Framework for Global Electronic Commerce"—setting out my Administration's vision of the emerging electronic market-place and outlining the principles that will guide the U.S.

Government's actions as we move forward into the new electronic age of commerce. The report also suggests an agenda for international discussions and agreements to facilitate the growth of electronic commerce.

July 1 / Administration of William J. Clinton, 1997

The invention of the steam engine two centuries ago and the harnessing of electricity ushered in an industrial revolution that fundamentally altered the way we work, brought the world's people closer together in space and time, and brought us greater prosperity. Today, the invention of the integrated circuit and computer and the harnessing of light for communications have made possible the creation of the global Internet and an electronic revolution that will once again transform our lives.

One of the most significant uses of the Internet is in the world of commerce. Already it is possible to buy books and clothing, to obtain business advice, to purchase everything from gardening tools to high-tech telecommunications equipment over the Internet. This is just the beginning. Trade and commerce on the Internet are doubling or tripling every year—and in just a few years will be generating hundreds of billions of dollars in sales of goods and services. If we establish an environment in which electronic commerce can grow and flourish, then every computer can be a window open to every business, large and small, everywhere in the world.

Governments can have a profound effect on the growth of electronic commerce. By their actions, they can facilitate electronic trade or

inhibit it. Government officials should respect the unique nature of the medium and recognize that widespread competition and increased consumer choice should be the defining features of the new digital marketplace. They should adopt a market-oriented approach to electronic commerce that facilitates the emergence of a global, transparent, and predictable legal environment to support business and commerce.

The report I released today raises a number of important issues that must be addressed by governments worldwide as this electronic marketplace emerges. I have had it added to the White House home-page on the World Wide Web (www.whitehouse.gov). I call upon all Internet users—both in government and in the private sector—to join me in seeking global consensus and, where necessary, agreements on the issues raised in our report by December 31, 1999, so that we may enter the new millennium ready to reap the benefits of the emerging electronic age of commerce.

WILLIAM J. CLINTON

NOTE: The President's message appeared on the White House Home Page under What's New: Framework for Electronic Commerce. An original was not available for verification of the content of this message.

Remarks on Behalf of the Public Service Campaign for Educational Excellence in Baltimore, Maryland

July 2, 1997

Thank you very much. Thank you, Bud Selig, Peter Angelos, Jim Hunter. To Norm Augustine, the chairman of Lockheed Martin and our Educational Excellence Partnership, and to Cal Ripken, who is the very embodiment of excellence.

Ladies and gentlemen, excellence in baseball requires teamwork, hard work, and setting high standards of excellence. So does excellence in education. The Educational Excellence Partnership, including all-star athletes, businesses, Governors, and teachers, are pitching in to help our children aim high. The young people here behind me from the Boys and Girls Clubs of

America embody the kind of future we're trying to build for them.

I want to thank all of you out there who have worked hard to set high standards, not only for your own children but for the other children in your community. I want to thank Cal and Kelly Ripken for the outstanding contribution they are making to literacy here in Baltimore. And I want to urge all of you to rededicate yourselves to the idea that every one of our children can learn, and we will not get into the 21st century with the future we want for them until we expect every one of them to learn and we give them the ability, the tools, and the support they need to learn.