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21st July, 2025.

FTA Co-ordinator

Free Trade Agreements and Stakeholder Engagement
Regional Trade Agreements - Department of Foreign Affairs and Trade
R.G. Casey Building
John McEwen Crescent
Barton ACT 0221
Australia

Correspondence via email: GCCfta@dfat.gov.au CC: AACCI

Dear FTA Co-ordination team,

Re: Strategic Alignment with GCC Nations on Emerging Data, AI, and Privacy Technologies

ID Exchange Pty Ltd established in 2015 is an Australian innovator and global advocate in the evolving fields of digital privacy, consent, and human centric data sovereignty. We write to highlight a significant opportunity for Australia to strengthen trade and innovation ties with Gulf Cooperation Council (GCC) nations, where substantial investments in artificial intelligence (AI), ethical data infrastructure, eSafety and inclusive smart data ecosystems are shaping new global standards and economic growth.

Our forming technology is designed to enable bilateral, jurisdiction-aware consent systems and permissioned access frameworks to activate key regulatory reforms. These tools are fundamental to achieving ethical, accurate, real-time data flow between business and individuals across key sectors such as health, finance, and retail by supporting human-centric, verified and interoperable self-sovereign data access models.

In particular, our services are designed to address the growing need for **trusted cross-border data flows**, making data portability both technically feasible and legally compliant in diverse regulatory environments. These solutions strongly align with Australia's strategic ambitions to advance digital trade, and are especially relevant to the foundational goals of a future Australia–GCC Free Trade Agreement (FTA).

We commend the ongoing efforts of the **Australian Arab Chamber of Commerce and Industry (AACCI)** and NSW Trade & Investment trade officials, with whom we have actively engaged. Their strategic vision in showcasing Australia's digital innovation and leadership in emerging technologies has been outstanding. These organisations play a critical role in building trusted relationships across the GCC, helping to position Australian companies like ours for meaningful impact in international markets.

The GCC region is emerging as a geopolitical powerhouse in innovation. Countries such as the United Arab Emirates and the Kingdom of Saudi Arabia are committing large-scale investment in AI, cybersecurity, and smart data transformation. As these economies mature their digital governance, the demand for ethical, sovereign, and interoperable data solutions will only increase.

Australia must act decisively to assert our capability and thought leadership in this space. There is an urgent need to elevate our role in the co-creation of AI policy, privacy standards, and cross-border data portability frameworks, particularly through trade agreements, investment partnerships, and diplomatic collaboration with GCC nations. We believe these areas should be strongly reflected in the scope and ambition of any forthcoming Australia–GCC FTA, particularly in its digital trade and services provisions.

We encourage the Australian Department of Foreign and Trade (DFAT) to explore how Australian-developed digital technologies can be further promoted through its digital economy initiatives, innovation diplomacy, and trade policy strategy.

ID Exchange would welcome the opportunity to present our work to DFAT and explore how our platforms can support Australia's broader strategic and economic objectives in the region as we thank DFAT for your ongoing efforts in representing the importance of Australian technology innovation during current GCC-AU FTA discovery.

Yours sincerely,



Joanne Cooper
Founder & CEO



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