

Our services

These offers are exclusively for businesses.

Trustmark Services	
Trusted Shops Handbook for online merchants (PDF)	✓
Trusted Shops Trustmark with Seller Ratings	✓
Expert audit	✓
Guarantee and customer service	✓
Number of certificates (domains)	1
Practical Handbook updates	✓
IMRG Associated Membership	✓

The services are in principle performed for one online presence (shop), under one domain, in one language version and aimed at a target market. For the performance of services for further online presences (e.g. further language versions or domains), 'additional certificates' must be acquired.

Trustmark services

I) Trusted Shops Handbook for online merchants PDF

The Trusted Shops Handbook for online merchants enables online retailers to design the purchasing process in their online shop in line with the ISIS-Trusted Shops Code of Practice, even without technical legal knowledge: From the imprint to the privacy policy, product descriptions, customer data storage, ordering page, information pages, GTC and email confirmation.

II) Trusted Shops Trustmark with seller rating

Rating widget with the Trustmark

With the Trusted Shops Trustmark, you present yourself as a secure and certified online shop and convince even critical online shoppers that they can enjoy an all-round secure package with a combination of Trustmark, guarantee and service.

If a visitor to your online shop clicks on the Trusted Shops Trustmark, they are provided with a confirmation of the certificate's authenticity as well as other information about the online shop (e.g. company name, company address, legal form etc.) and Trusted Shops' services via a secure online connection (SSL). That way, prior to making a purchase customers are assured that your online shop is trustworthy and safe.

Rating system

The Trusted Shops seller rating is an independent evaluation of the online shop in the agreed language. The easily integrated widget with an embedded Trusted Shops Trustmark provides you with a visually attractive means of drawing attention to the certification of your online shop and the overall grade of the ratings you have received.

Other services include customer service and mediation.

Verifiable positive ratings and customer reviews are an important indication of an online shop's trustworthiness for online shoppers. The Trusted Shops Seller Rating system is a trust-building measure and the ideal complement to the Trustmark.

The rating system provided in the agreed language also includes the following functions:

- Online shop customers have the option of rating the shop based on three predefined criteria (customer service, delivery, product) using a form provided by Trusted Shops (hereinafter referred to as "rating"). Rating stars on a scale of 1 to 5 can be awarded for each criteria, with 5 stars being the best. If several ratings are submitted from the same email address, the most recently submitted one is always applicable for the rating profile.
- Collection of customer reviews (comments) using an online form provided by Trusted Shops.

- All orders for which the online customer takes out a Trusted Shops Guarantee are entered into the Trusted Shops Guarantee system. As part of Trusted Shops Buyer Protection, online customers can rate individual orders positively, negatively or neutrally in the Trusted Shops Guarantee system. Negative ratings entered by the customer via the Trusted Shops Guarantee system lower the online shop's reliability index. If the customer does not make a guarantee claim or submit any negative feedback, the transaction is rated as positive and the reliability index increases.

The ratings and customer reviews (jointly "ratings") are permanently stored and can be viewed by the online shop and Trusted Shops employees in a secure area of the online system.

Number of ratings per month

There are no restrictions on the number of ratings! It is important for you to be able to receive as much feedback and as many opinions as possible.

Authenticity of ratings

Trusted Shops monitors the authenticity of ratings submitted. As part of the process, the online shop customer has to confirm ratings by clicking on a hyperlink that Trusted Shops sends to their email address. Unconfirmed ratings are automatically deleted after 10 days. Confirmed ratings are given the status "authentic". Reliability ratings which are submitted during registration for Trusted Shops Buyer Protection ("money back guarantee") are automatically assigned "authentic" status.

Reliability of ratings

Trusted Shops checks validated ratings for reliability. A rating is reliable if it originates from a customer of the online shop and can be clearly allocated to an order. If the check finds the rating to be reliable, it is automatically integrated into the rating profile after 7 days.

If Trusted Shops cannot verify the reliability of a rating, the online shop is given the opportunity to verify the reliability of the rating. If the online shop cannot verify the reliability of the rating within 30 days or cannot provide appropriate proof within 30 days of the rating having been submitted, the rating is not integrated into the rating profile and can then only be viewed by Trusted Shops and the online shop in the secure area of the online system.

Commenting and deactivation of ratings

You will receive notification of new ratings, which you can then confirm. Comment on ratings which might not be entirely clear to other customers. It is a good opportunity to respond to suggestions and criticism and demonstrate your openness. In doing so, you can increase customer satisfaction and turn dissatisfied customers into returning buyers. In the event that a rating is not truthful, you can choose to veto it at any time. We check the facts and mediate in a professional manner in the event of disputes.

- If, from the online shop's perspective, a rating breaches applicable laws (for example, if a rating is objectively untrue or offensive), the online shop can veto the submitted rating and thereby apply for it to be deactivated. Trusted Shops will then manually check the relevant rating and deactivate any ratings it considers unlawful.
- If a customer review is deactivated, it is no longer displayed publicly and is not integrated in the online shop's rating profile.

Rating statistics

Your private login area offers you many options, including a concise overview or the use of rating lists with filter and search functions.

Display ratings

Display the overall ratings together with the star rating and the last customer review in a single widget directly in your shop.

The online shop can include a summary of the rating profile (average rating, star rating and last customer review) in the form of a widget in accordance with Trusted Shops specifications. By clicking on the widget, the customer is directed to the detailed shop rating profile saved by Trusted Shops (average rating, individual ratings, number of ratings and customer reviews).

The easy-to-integrate widget is updated once daily and automatically transferred to your shop. That means that after the simple, one-time only integration, no more technical effort is required on your part.

Rating profile (stars, ratings, customer reviews)

Provide a link to your individual rating overview page. In addition to the customer reviews, the rating profile also includes a summary of the ratings submitted in the last 12 months. An overall rating is calculated from the three rating criteria (customer service, delivery, product). Each of the criteria is included in the overall rating, weighted according to the number of ratings submitted. The rating profile specifies the star rating which the shop has achieved on the five-star rating scale based on the weighted average.

For Trusted Shops members, the reliability index is automatically calculated from the previously guaranteed transactions. The reliability index thereby rounds off the customer reviews and also the trust-building measures. The reliability ratings are also displayed as a 5-star scale and are integrated in the overall rating.

Once an online shop has received 60 or more ratings (whether from customers or from Trusted Shops), an average rating is calculated as follows:

Five-star scale	Overall rating
5 to 4.5	Very good
< 4.5 to 3.5	Good
< 3.5 to 2.5	Satisfactory
< 2.5 to 1.5	Adequate
< 1.5 to 0	Poor

Ratings and the rating profile are permanently stored and can be viewed by the online shop and Trusted Shops employees in a secure area of the online system.

Connections for Facebook and Twitter

Online shoppers can publish their ratings directly on Facebook and Twitter.

Integration in Google

The customer reviews are automatically transmitted to the high-traffic Google Shopping service, provided that Google offers that product in the country of the respective online shop.

III) Expert audit

This package includes a comprehensive audit of your online shop according to section A of the ISIS-Trusted Shops Code of Practice covering 40 criteria and Trusted Shops Buyer Protection. The Trusted Shops Guarantee, a money back guarantee, is part of Trusted Shops Buyer Protection and protects buyers from loss of the purchase price. Other services include customer service and mediation.

Audit of adherence to the Code of Practice

Your shop is audited to check if the relevant criteria are adhered to. ISIS-Trusted Shops Code of Practice is based on the relevant national and European laws relating to e-commerce and take the latest rulings into account. Furthermore, we also consider many consumer protection association guidelines. Adhering to our Code of Practice positively differentiates you from your competitors.

Individual audit report

During certification, Trusted Shops issues an individual audit report with 40 criteria based on section A of the ISIS-Trusted Shops Code of Practice. The audit report provides information about the extent to which your online shop complies with the Code of Practice and where there is potential for improvement from the viewpoint of Trusted Shops. You receive clear explanations about each item and instructions so that you can rectify errors yourself and increase trust in your shop. That means that you get real practical help from experts and understandable tips for a secure shop.

IV) Guarantee and customer service

Buyer Protection for your customers

Buyer Protection comes into effect in the event of non-delivery or non-refund after the return of a product. The [Trusted Shops Guarantee](#), a money back guarantee, is part of Trusted Shops Buyer Protection and protects buyers from losing the paid purchase price. With that, you offer your customers a market leading service.

Online customers can register for Trusted Shops Buyer Protection online. Buyer Protection is an optional service for customers of online shops; registration is offered to customers at an appropriate stage in the buying process. Following registration, the customer receives a corresponding online confirmation.

During the authorised use of the Trusted Shops brands, Trusted Shops provides the online shop with an online system for their customers.

The online customer has the opportunity to directly notify Trusted Shops about problems (e.g. non-delivery of the goods) via the online system after a guaranteed purchase has been made. Trusted Shops supports the further processing of complaints.

Personal contact (email)

You are allocated a dedicated account manager who you can contact via email for help with any questions regarding the fulfilment of the ISIS-Trusted Shops Code of Practice.

Consumer service centre via email, web, telephone

In the event of problems with an online order, end customers can contact our experienced, European service centre via email, online system or telephone and receive support, e.g. claim their money back guarantee. This includes activation of a claim under the guarantee program and general support queries.

V) Number of certificates (domains) required

One (1) certificate is required for each operational shop URL and one online shop and one domain is already included. If you would like to have another shop (for example another language version) audited, and/or another shop in another domain, so that you can display the Trustmark there too, you can book additional certificates at a favourable price.

VI) Trusted Shops Handbook for online merchants updates

You will be provided with all updates to our basic documentation for free for the duration of your membership. That includes the Trusted Shops Handbook for online merchants, the audit report template and all sample texts. Use these documents to always keep your shop up to date and to avoid legal risks.

VII) IMRG Associate Membership

Participation in the IMRG Associate Membership Programme is included for one (1) year. The participation is subject to the conclusion of a separate IMRG Associate Membership contract.

The IMRG Associate Membership Programme includes the following services:

Services	Trusted Shops accredited retailers	ISIS/Trusted Shops accredited retailers
Monthly Newsletter	✓	✓
Access to Members Meetings	--	✓ (Up to 2 delegates)
Access to IMRG Seminars	✓ (no discount)	✓ (At a discount of 75% on event fee)
Contribute to the IMRG Sales Index	✓	✓
Market Reports	✓ (no discount)	✓ (At a discount of 50%)
Potential for Recognition with Awards	✓	✓
Access to Various Discounts including e-Commerce Awards and Dinner	✓	✓

Monthly Newsletter

IMRG Associate members receive monthly communications bringing you up to date with all IMRG activities and events and developments around the industry.

Access to Members Meetings

IMRG hosts bi-annual meetings where you get to network with industry peers, meet the wider IMRG team and learn more about what is going on in the world of online retailing. Senior industry figures also share their experiences and knowledge through presentations.

Access to IMRG Seminars

IMRG host a number of seminars every year around specific topics and issues, which are designed to provide delegates with the opportunity to have their say on how the industry is developing and share knowledge and best practice in key areas. Associate members are eligible to attend these events at a discounted rate of between 50-75%, dependent on your membership level.

Contribute to the IMRG Sales Index

The IMRG Index is the primary performance indicator of the UK e-retail industry. Participation in the Index gives retailers unique insight and comparative data on UK internet shopping values, volumes, sectors, trends, traffic conversion rates, visitor spends and basket sizes. Participants also receive a data package containing individual files, tracking your performance against that of your peer group and the wider marketplace.

Market Reports

Some levels of Associate membership provide two IMRG industry reports for free every year, which contain information and data on consumer trends and behaviour. These comprise an invaluable resource for helping to drive your business forward. You also have the opportunity to purchase further reports at a special discounted rate.