

TRUSTED SHOPS

Audit Report

Audit points in detail

Prepare optimally for the expert audit

The detailed audit points help you prepare your shop for the Trusted Shops expert audit. You can see at a glance which areas are looked at during the audit. You can take direct action wherever you identify any room for improvement. Make the corresponding changes to speed up the process before it even starts.

In case consumers buy in your shop, the points marked **b2c** (business to consumer) are relevant. In case you deliver to business customers only, the audit points marked **b2b** (business to business) are relevant.

1. Identity and reachability	
Detectability and transparency of the imprint	b2c / b2b
The supplier's name and legal form & register details if applicable	b2c / b2b
Geographic address, e-mail address & phone number	b2c / b2b
Dispute resolution	b2c

2. Data protection and security	
Encrypted processing of personal data	b2c / b2b
Data avoidance and clear information on mandatory data	b2c / b2b
Privacy policy is made readily available	b2c / b2b
Identity of data controller and contact details	b2c / b2b
Rights of the parties concerned	b2c / b2b
E-Mail marketing without consent	b2c / b2b
Information for data processing due to consent and the right to revoke	b2c / b2b
Consent is obtained fair and lawfully	b2c / b2b
Credit check	b2c / b2b

3. Right to cancel	
Cancellation policy & contradictions	b2c
Information about the beginning of the cooling off period & the procedures for exercising	b2c
Information about costs of returning goods	b2c
Exclusions from the right to cancel	b2c
No unfair restrictions	b2c

4. Products and costs	
Products are described in a clear and comprehensible manner	b2c / b2b
Legal and serious product range	b2c / b2b
Indication of prices	b2c / b2b
Information on shipping costs	b2c / b2b
Payment fees and other costs	b2c / b2b
Goods remain at seller's risk until delivered	b2c
Limitation of the range of customers to B2B	b2b

5. Delivery and payment	
Information on delivery restrictions	b2c / b2b
Information on delivery times	b2c / b2b
Information on available payment methods	b2c / b2b
Ordering process, order summary page and correct naming of the order button	b2c / b2b
Clear referral to GTC in shop and ordering process	b2c / b2b
Integration of Trusted Shops	b2c / b2b
Mobile version of the shop	b2c / b2b

6. Ordering process	
Immediate order confirmation by e-mail	b2c / b2b
The supplier's identity and full contact data in the order confirmation e-mail	b2c / b2b
Description of products and overview of costs in the order confirmation e-mail	b2c / b2b
No contradictions or unlawful regulations	b2c / b2b