

## **Our services**

### **1. Membership plans**

All services will be performed in the language chosen for the respective target market.

Unless otherwise agreed, review, Trustmark and guarantee services are in principle performed for one (1) online presence (shop) owned by the member, under one domain, in one language version and aimed at a specific target market. For the performance of services for further online presences (e.g. further language version, further domain), additional certificates must be acquired. Additional certificates may be registered inside the Trusted Shops Online System.

### **2. Additional options.**

Membership plans are presented on the Trusted Shops website and consist of different individual services, which are described in detail below. Individual services may be booked inside the Trusted Shops Online System at any time.

Additional options can in principle be ordered for one online presence (shop) as defined above. For the performance of services for further online presences (e.g. further language version, mobile view or further domain), additional shop-specific options must be acquired.

### **3. Trustbadge® with reviews.**

Integrate your Trustbadge within minutes. You receive a step-by-step integration guide including examples and tips. Show your seller rating and stars to new and existing customers when they visit your shop. You can also configure this to compliment the design of your website. By clicking on the Trustbadge, the customer is directed to the detailed shop review profile saved by Trusted Shops (average rating, individual ratings, number of ratings and customer reviews). The easy-to-integrate Trustbadge 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.

### **4. Customer reviews.**

Verifiable positive ratings and customer reviews are an important indication of an online shop's trustworthiness for online shoppers.

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

- Online shop customers have the option of rating the shop based on at least one of the three predefined criteria which are customer service, delivery and 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 criterion, with 5 stars being the best.
- If you offer services via your online presence the 1-category-system is at your disposal. You customer can rate your online-presence according to the criterion "service". When offering goods you can benefit from our 3-category-system. The use of the 1-categorie-system will not be possible in this case. If you want to use the 1-category-system first and later on offer goods as well you will have to change to the 3-category-system. All collected ratings will be reset. The same applies accordingly to a change from the 3-category-system to the 1-category-system.
- Collection of customer reviews (comments) using an online form provided by Trusted Shops.

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 for a period of 12 months.

#### **Review profile.**

Your customers reviews can be seen on your Trusted Shops review profile. Not only is this Search Engine Optimised (SEO) but its responsive design means it looks great on mobile and tablet too.

The review profile includes a summary of the ratings submitted in the last 12 months. An overall rating is calculated from all the ratings submitted during the last 12 months. 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.

An average rating is calculated as follows:

Five-star scale	Overall rating
5 to 4.5	Excellent
< 4.5 to 3.5	Good
< 3.5 to 2.5	Fair
< 2.5 to 1.5	Poor
< 1.5 to 0	Very 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 for a period of 12 months.

### **Invite templates and timing.**

You decide when your review requests are sent. Upload your orders, select when you would like your customers to be sent a review request, and we will email them. Your customers can even select to Rate Later, just in case they are busy at that time. Choose between different email templates, customised with your shop-  
logo.

### **Collect automatically.**

Integrate our Rate Now or Rate Later button into your existing emails and collect reviews automatically.

### **Mobile app.**

Read, comment and manage your reviews while on the go by using our Mobile App (iOS).

### **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.

### **Notification of new reviews.**

Find out as soon as a customer has left a review. We will send you an email alert, so if need be, you can respond quickly.

### **Comment on reviews.**

Respond to your reviews publicly when needed. Received a negative review? Showcase how proactive your company is towards problems. Reply with a comment showing how you will deal with the issue in a professional way. You can even do this on the move by using our App (iOS).

### **Infringement process.**

Suspect a review is not genuine? We have a dedicated service team to look at this for you. We are [AFNOR certified](#) (according to standard NF Z74-501), this means the way we process and manage your reviews is to a very high standard and we ensure you are protected from false comments.

In the event that a rating is not truthful, you can choose to report the infringement at any time. We check the facts.

- If, from the online shop's perspective, a rating breaches applicable laws (for example, if a rating is objectively untrue or offensive), Trusted Shops manually checks the relevant rating and deactivates any customer review it considers unlawful.

### **Social media posting.**

Satisfied customers love to recommend products and online shops to friends and family. Allow them to do this with our Facebook, Twitter and Google+ share buttons.

### **Rich snippets.**

Rich snippets allows you to show your stars in the organic search engine results on Google. Integrate the Rich snippets code and show your Google stars in a cost free, natural way.

### **Review sticker.**

Customise how you display your review comments, with a rolling screen of reviews into your online shop. Google loves user generated content and all you need to do is to embed the simple JavaScript code and your customers will continually generate content for your website.

### **My Trusted Shops.**

One place to manage everything. With your individual My Trusted Shops Login (MyTS) you can manage, analyse and respond to all your reviews, change your shop-data and switch between different membership packages.

### **Shop software plugins.**

Super easy integration. If you use software from one of our partners it's even easier to get started! Our partners allow you to plug and go with just a few easy clicks in the shop software admin area.

### **Optimised for mobile usage.**

More than one third of the online shopping community send reviews via mobile today. That's why we have made sure your review collection and display processes are fully optimised for mobile usage.

### **Social proof.**

Genuine reviews from real people. Onlineshoppers can enter some personal data to give their reviews a social proof. Means even more trust for your customers.

## **5. Stars in Google.**

Automatically transmit your seller ratings to Google and show stars in your AdWords campaigns, Google Shopping and Product Listing Ads., provided that Google offers that product in the country of the respective online shop. Trusted Shops will transmit your customer reviews, but Google manages the received data and decides about the insertion of the customer reviews. Trusted Shops cannot be held responsible for the conditions and time limits for displaying the customer reviews within Google's services.

## **6. Connected review profiles.**

Show customer feedback from all of your review profiles by linking them together. If you have more than one domain collecting reviews, this is a great way to promote your other websites.

## **7. Review booster.**

Upload orders from your customers who have provided their consent to receiving rating requests from Trusted Shops using the Review collector tool and receive reviews within hours. Our easy to use software means no integration is required, all you need to do is upload an Excel sheet with your customers Name, Order number and Email address. Simple.

## **8. Facebook app.**

You can show your Facebook fans your trustworthiness. Integrate your review tab to your Facebook fan page so they can see your reviews and seller stars.

## **9. Benchmarking.**

Benchmark your performance against others. Analyse your number of reviews against your average rating, then compare this to all other shops. This is analytics for your reviews!

## 10. Product reviews

Boost your conversion by offering your customers unique product information. The Turstbadge© integration allows you to collect product reviews automatically. By showing the reviews on your product pages, your customers get trustworthy product information and are likely to buy more often.

## 11. Review API.

Do you want to use your reviews in your own customised context? With our full review API you get your ranking and reviews in JSON or XML format. Full flexibility.

## 12. Active Review Monitoring.

Our range of services

- Identification of reviews without reference to a purchase
  - Inspection and deletion of inadmissible reviews
  - Active mediation
  - The forwarding of critical reviews to your customer service team
- + Optional:
- + Active comments on reviews
  - + Personal point of contact
  - + Analysis and advice on optimising your website

## 13. Warning protection package with liability

Maximum warning protection from the imprint to the order page! This package is exclusively suitable for online shops that sell products customers within the Federal Republic of Germany. The [General Terms and Conditions of the warning protection package](#) apply.

### Legal texts

Create texts that are legally secure and checked by legal experts with just a few clicks. These include the imprint, privacy policy, cancellation policy, cancellation form and terms and conditions.

### Acceptance of liability

Of course, complete liability by legal experts for all texts, references and advice.

### Guide and e-mail integration support

Easy-to-understand integration advice for all common shop systems.

### Legal expert basic check

Individual advice from legal experts on the correct integration of the legal texts in your online shop. Distinguished experts who draw upon many years of experience in e-commerce law to check whether you have correctly integrated the generated texts in your shop – of course, with complete legal liability.

### Update Service

Always up-to-date and protected: whenever there are changes due to new laws, jurisprudence, warnings, etc., you will receive an e-mail with specific instructions about which texts need to be changed.

### Representation in the event of warnings\*

Even in the event of unauthorised warnings, counselling and representation in and out of court by specialist lawyers.

\* When booking this package you also become a member of the Trusted Shops interest group against warnings. All members can apply for counselling and representation in and out of court by specialist lawyers in the event of unauthorised warnings. For insurance law reasons, members may apply for counselling and representation, but Trusted Shops decides

at its own discretion whether or not and to what extent such services are offered in each individual case. All legal services are performed by a partner law firm.

## 14. Traffic package

Use the benefits of the Trusted Shops membership actively to get more traffic, more concluded sales transactions and more repeat customers.

### Extended shop profile with link to the campaign

Optimise your search engine ranking and attract new visitors to your shop with a campaign deep link and a discount coupon on your shop profile. You thus get higher-quality traffic.

### More concluded sales transactions thanks to the exit-intent pop-up

The exit-intent pop-up is a window opening up when visitors are about to leave your shop – the best time to offer them an attractive voucher. By keeping visitors in your shop, you avoid aborted transactions and increase your sales.

### Offers on the “thank-you-for-the-review” page

A customer has just left a review. That’s the best moment to thank him with an offer for the next purchase, thereby encouraging him to buy again from your shop.

## 15. Trustmark and Guarantee

This package includes a comprehensive audit of your online shop based on the Trusted Shops Quality Criteria as well as the 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.

### Trusted Shops Trustmark

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

### Audit of compliance with the Quality Criteria

Your shop is audited to check if the relevant criteria are adhered to. Trusted Shops [Quality Criteria](#) is based on European directives that are important for making purchases on the Internet. Adhering to our Quality Criteria positively differentiates you from your competitors.

Trusted Shops uses the feedback from your customers from the Trusted Shops guarantees and customer ratings to measure crucial quality features. The Trusted Shops quality indicators give you valuable information about your shop compared with those of your competitors. Are your values in the green? Then you can be satisfied and we, too, need have no qualms about recommending your shop as trustworthy. Are your values in the yellow? Then please keep an eye on them. Do individual or several indicators lie in the red? Then there is an urgent need for action.

Both general trends and short-term fluctuations of the quality indicators are displayed in graphs on your Trusted Shops online system. This means that you can take appropriate action before it's too late and improve the quality of your shop.

### Individual audit report

During the expert audit, Trusted Shops issues an individual audit report based on the Trusted Shops Quality Criteria. The audit report provides information about the extent to which your online shop complies with the Quality Criteria 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.

### **Trusted Shops Buyer Protection and Guarantee for your customers**

After making a purchase in your online shop your customers can register for the Trusted Shops Buyer Protection and Trusted Shops guarantee. Buyer Protection and Guarantee are optional services for customers of online shops. Following registration, the customer receives a corresponding confirmation via email.

After making a purchase in an online shop, your customers can in some countries register for Trusted Shops membership BASIC (including buyer protection of up to € 100 per purchase) and they can also optionally upgrade to Trusted Shops PLUS with protection of up to €20,000 per purchase (Trusted Shops guarantee).

With that, you offer your customers a market leading service. We help you in the event of disagreements between you and your customers. Thanks to the services offered by the Trusted Shops team, you will expand and optimise your own customer service.

In other countries a registration for the Trusted Shops membership for buyers is not possible. In these countries your online customers may solely register for the Trusted Shops Guarantee free of charge.

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.

### **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.

### **Login and user administration**

You and your employees can analyse and comment on reviews, analyse and handle all subscribed Trusted Shops guarantees and download relevant documents in your secure and personal login area. This control centre provides you with a quick overview of all existing and new reviews and guarantees at all times. Create additional user accounts for other employees responsible for analysing or responding to reviews or guarantees.