



# The Trusted Shops Quality Criteria

The Trusted Shops Trustmark has been awarded to online shops for more than 20 years. If a retailer fulfils the quality criteria and the so-called quality indicators are within the required range, they earn the Trustmark. Buyer reviews also play a decisive role. The Trustmark is the non-purchasable award which visually shows that the listed criteria are met.

In addition to the initial quality check, we continuously monitor compliance with the quality indicators. If we notice that the quality indicators have not been met on average over the last 30 days and no solution is found, we withdraw the Trustmark from the shop.

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## Every online shop with a valid Trusted Shops Trustmark meets the following criteria:

### **Verified identity**

At the beginning of the cooperation, we check the company's identity as well as its creditworthiness. We also monitor the creditworthiness on an ongoing basis.

### **Active Buyer Protection**

We only award the Trustmark to shops that we are convinced of. We even go so far as to guarantee our Trusted Shops [Buyer Protection](#) in the worst case. This means that every paid order in this shop is financially secured. Every online shop bearing our Trustmark therefore offers customers Buyer Protection via the so-called Trustbadge® technology.

### **Consumer-friendly shopping experience**

We carry out test orders, checking the following points of the ordering process:

- Is the **data transmission secure and full yencrypted?**
- Is there a **clear withdrawal process and reasonable withdrawal conditions** with a period of at least 14 days?  
Is the information on how to cancel the order and where to return the goodseasy to find?  
Does the retailercommunicate transparently on whom is to bear the return costs and on whether some goods or services are excluded from withdrawal?
- Are the retailer's **identity and contact details** (at leastone contact option) easy to find?
- Do the offered products, texts and images violate the Trusted Shops exclusion criteria, such as weapons or illegal gambling?
- Are the **prices** and all **price components** displayed and broken down transparently?
- Are **shipping costs** clearly shown?
- Is the **delivery/service time** clearly indicated?
- Is the **target group** evident, e.g. when selling to traders or entrepreneurs?
- **Is the ordering process transparent and understandable?** Are all products and services, their prices and additional costs, the shipping costs and all other information relating to the order clearly and comprehensibly summarised on the order page? Is the order button labelled unambiguously?
- Is an **order confirmation** sent out immediately by e-mail with a detailed and clearly understandable list of the ordered products, prices, any additional costs and shipping costs?

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## Every online shop meets the following 3 quality indicators on average over the last 30 days:

### **4.0 stars in Trusted Shops reviews**

The collected reviews must not fall below an average rating of 4 stars. The daily monitoring takes into account the last 30 days as well as the last 12 months.

### **Service communication**

The online shop must respond to at least 95% of the Buyer Protection inquiries within five days via the Trusted Shops system in order to be allowed to display the Trustmark.

### **Buyer Protection refund rate**

From the buyer's perspective, orders should ideally always run smoothly. Therefore, we monitor how often the Buyer Protection is used for paid orders throughout our cooperation. If at least 95% of all orders are processed without a request for a refund, the Trustmark remains active.