

# Trusted Shops Membership Terms

These Membership Terms, the Membership Application Form, the Specifications of Service, the Price List and the Exclusion Catalogue set out the terms relating to the Trusted Shops membership ("Membership Agreement"). At the same time, the parties conclude an agreement on the processing of personal data under joint controllership, which is attached to the Membership Agreement. The Membership Agreement is entered into by and between Trusted Shops, a German company, and the Online Member ("Member"). This Membership Agreement will be effective upon Trusted Shops' acceptance of Member's membership application (the "Effective Date").

## THE PARTIES HERETO AGREE AS FOLLOWS:

"Customer" means someone who buys goods or services from the Member or uses the Member's Website.

"Customer Reviews" means the technology provided by Trusted Shops which enables the Member to collect and manage Customers' ratings and display a summary of these ratings directly on the Website(s) according to the Specifications of Service.

"Gross Turnover" means, unless otherwise specified, the Member's turnover in the contractually covered online shop(s), including VAT, before deduction of all cancellations, irrespective of their underlying legal reason (e.g. statutory cancellation, warranty, voluntary or contractually agreed returns, etc.), and irrespective of whether a cancellation entails a refund.

"Online System" means the entirety of the online systems and technologies provided by Trusted Shops, in particular the eTrusted platform, for the automated collection, analysis and management of transactional and non-transactional feedback as well as for the use of other modular bookable functions.

"Services" means the Online System, technology, content and further services provided by Trusted Shops as specified in the Specifications of Service.

"Trusted Shops" means Trusted Shops AG.

"Trustbadge" means the visual element provided by Trusted Shops for the display of information about the Trusted Shops services (in particular the trademark and / or rating system) on the Website(s). "Trusted Shops Brands" means Trusted Shops' trade names, trademarks, logos, designs and other distinctive brand features, including but not limited to the word mark "Trusted Shops" and the combined mark "Trusted Shops Guarantee".

"Trademark" means the combined mark "Trusted Shops Guarantee".

"Website(s)" means the Website(s) or parts thereof located at the URL(s) as specified in the Membership Application Form or added via the Online System, and approved by Trusted Shops.

### 1. Integration of the Trustbadge

- 1.1. Following the Effective Date, the parties will work together in good faith to integrate the Trustbadge into the Website(s).
- 1.2. The Member must integrate the Trustbadge strictly in accordance with the [integration instructions](#) provided by Trusted Shops. Trustbadge code integration is mandatory. Trusted Shops is entitled to measure the number of orders through Trustbadge.
- 1.3. The Member will ensure that the Trusted Shops Trustbadge is integrated only on the Website(s), and only in accordance with the terms and conditions of this Membership Agreement.

### 2. Intellectual Property; Use of Trusted Shops Brands

- 2.1. Trusted Shops owns all existing intellectual property rights (including copyright, trademarks, design rights, rights in or relating to databases and rights in or relating to trade secrets) in the Trusted Shops Brands, the Online System and all other protectable services supplied or licenced to the Member under the scope of this Membership Agreement.
- 2.2. Except to the extent expressly stated in this agreement and the [license conditions](#), or expressly agreed individually, neither the Membership Agreement nor the supply of any information grants the Member any licence, interest or right in respect of any intellectual property rights of Trusted Shops.
- 2.3. Trusted Shops may use and display the Member's brands for purposes of marketing and promoting Trusted Shops and the Member's membership.

### 3. Fees and terms of payment

- 3.1. The amount of the membership fee is based on the package-related services of Trusted Shops according to the Price List.
- 3.2. The membership fee is due at the beginning of each contract year in advance. Trusted Shops may charge interest on overdue payment at 8% per year or part thereof, until payment is received.
- 3.3. The parties may enter into a deferred payment agreement separately. Trusted Shops is entitled to terminate any deferred

payment agreement, if the Member is in arrears with payment of an instalment for more than one month. In such cases the outstanding payment for the contractual year becomes due with immediate effect.

- 3.4. Without limiting its rights under these Membership Terms or otherwise, Trusted Shops may, in its discretion, suspend its Services if the Member is late in paying any invoice for more than 30 days, provided that a reminder notice has been sent to the Member before.
- 3.5. The Member agrees that all invoices are submitted by e-mail and assures that the transmitted VAT Identification Number is correct and authorises Trusted Shops to use it for reverse charge sales.
- 3.6. Upon conclusion of the contract and at the end of each contractual year, the Member shall, unprompted, provide truthful information, which is based on verifiable turnover figures for the last 12 months, about the anticipated gross turnover (before deduction of all cancellations, returns, etc.) generated in the current fiscal year throughout all its Websites registered with Trusted Shops. Trusted Shops is entitled to demand the proof on which this anticipation is based.
- 3.7. If the Member fails to provide information in accordance with Subsection 3.6, Trusted Shops is entitled to estimate the gross turnover by extrapolation or by using other sources of information, and/or to request proof from the Member for its gross turnover in the last twelve months. The Member is entitled to prove that its actual gross turnover deviates from the value estimated by Trusted Shops.
- 3.8. If the gross turnover, as indicated by the Member in accordance with Subsection 3.6, or as estimated in accordance with Subsection 3.7, exceeds or falls short of the anticipated gross turnover previously used as the basis for calculating the fee, a reclassification into a new turnover class may be demanded in accordance with the price list, with effect for the following contractual year, both with regard to the basic membership fee and with regard to any booked individual services calculated on a turnover basis.
- 3.9. If during the current contractual year Trusted Shops establishes that the Member's actual gross turnover significantly exceeds the anticipated gross turnover previously used as a basis (always presumed in case of an excess of 20% and/or 100,000 €), Trusted Shops may recalculate the membership fee in accordance with the price list within the current contractual year, with effect from the respectively following month. In such cases, the recalculation shall be based on the average monthly turnover extrapolated to the contractual year. The Member is entitled to prove that its actual gross turnover deviates from the estimated value.
- 3.10. If the Member is required or wishes to provide proof of its gross turnover in accordance with the above provisions, the following documents in particular shall be deemed to be reliable proof:
  - a) A formal report on the last closed fiscal year (annual report);
  - b) Proof / confirmation from a tax advisor or auditor;
  - c) An extract (e.g. as a screenshot) from the Member's inventory management system or shop software system.

### 4. Services provided by Trusted Shops

- 4.1. The modularly bookable services of Trusted Shops are provided in accordance with the service description. Unless otherwise stated, modular bookable services are only provided for one website.
- 4.2. Trusted Shops grants the Member access to the Trusted Shops online system during the term of the contract.
- 4.3. For the availability of the online system as a Software-as-a-Service service, the [Service Level Agreement](#) applies.

### 5. Member's obligations

- 5.1. The Member is obliged to comply with the applicable law and the standards and obligations set out in the [Compliance Policy](#) and the [Modern Slavery Code of Conduct](#) and to offer only those goods and services whose sale and / or offer are not legally prohibited and do not violate the Trusted Shops Exclusion Catalogue (TS-ASK) or the Compliance Policy or the Code of Conduct.

- 5.2. The Member must provide at its own expense that the technical requirements necessary for the use of the online systems provided by Trusted Shops are met, in particular by preparing its own systems for the use of the services.
- 5.3. The Member is obliged to protect its access credentials (user name and password) against unauthorised use by third parties and to keep its password secret. The Member must inform Trusted Shops immediately if it has reasonable suspicion that its access credentials have been misused.
- 5.4. During the term of this Membership Agreement, the Member shall respond to all enquiries by Trusted Shops and Customers within five (5) days by using the Online System and shall submit all documents necessary to enable Trusted Shops to evaluate customer complaints or claims within this period.
- 5.5. The Member shall name at least one person of contact, and provide their contact details, to whom Trusted Shops can turn for all enquiries in connection with this Membership contract.
- 5.6. If the Member does not contract directly with Customers but acts as an intermediary between the Customer and a third party, the Member shall assure that the third party complies with the obligations set out in Section 5, and shall be liable for any breach thereof by the third party supplier. Any failure to comply by the third party will be deemed as a failure of the Member.
- 5.7. The Member grants Trusted Shops and companies affiliated with Trusted Shops in terms of Section 15 of the German Stock Corporation Act (AktG), the non-exclusive, gratuitous right to use the company logo (brand) of the User/Member during the term of the agreement for their own advertising and marketing purposes on the company websites, in social media presence and in newsletters in order to draw attention to the cooperation (reference mention).
- 6. Use of Customer Reviews**
- 6.1. No Member may use Customer Reviews dishonestly or fraudulently, for example by submitting positive ratings that have been written by the Member or an instructed third party in order to generate an inaccurate impression about the Member's quality or by preventing or attempting to prevent truthful negative ratings by aggressive behaviour, threatening with legal action or offering benefits, discounts or other incentives to its Customers or Trusted Shops' employees.
- 6.2. The Member must, upon request and without delay, submit to Trusted Shops documents and supply supporting evidence that verify the authenticity of a rating (e.g. invoices which show that the person submitting a rating is a customer of the Member).
- 6.3. The Member can apply for a submitted comment to be deleted in case of misrepresentation or defamation and apply for a submitted rating to be deleted in case of fake ratings. If the Member provides proof that the comment or rating is unlawful, Trusted Shops will then delete the rating or comment in its sole discretion.
- 6.4. When inviting Customers to submit ratings, or when using the Trusted Shops systems for sending rating requests via Trusted Shops, the Member shall observe the following obligations:
- the Member shall ensure that invited Customers have given their consent to receive such e-mails; and
  - the Member shall ensure that all Customers are invited equally and identically to submit a rating. This also applies when rating invitations are emailed to several previous Customers by way of Trusted Shops' Online System.
  - The Member may not invite selected Customers to submit a rating, but shall invite all or no one; and
  - the invitation to submit a rating shall be unbiased and independent of whether the Customer is expected to have had a positive or negative experience in connection with its purchase.
- 6.5. Member is encouraged to use the default text suggested by Trusted Shops in the Online System. Member must only modify the content of the e-mail in line with the applicable law and must not include content that:
- is subject to criminal liability or leads to or instigates a crime;
  - is illegal;
  - is threatening, harassing, offensive, fraudulent, libellous, misleading, racist, discriminatory, glorifies violence, indecent, obscene or pornographic;
  - infringes or affects the rights of third parties (including all intellectual property rights, e.g. copyrights or trademarks);
  - is technically harmful, e.g. contains malicious code;
  - comprises confidential data and/or infringes or affects the privacy of third parties;
  - deceives others as to your identity (in particular by passing yourself off as another person);
  - is false;
  - advertises other websites, products or services (posting telephone numbers, e-mail addresses or links, for example, is not permitted).
  - is unrelated to the topic
- 6.6. Trusted Shops grants member the revocable, non-exclusive and non-transferable right to use the specific licence signs, named in more detail in the licence conditions, subject to compliance with the licence conditions. It is forbidden for the Member to use the "Trusted Shops Trustmark" or give the impression that the website has been certified by Trusted Shops, unless the Member has been authorised to do so by booking the option "Trusted Shops Trustmark and Trusted Shops Guarantee" and in compliance with the [licence conditions](#) for the use of this trademark.
- 6.7. Without limiting any other remedy that Trusted Shops may have under this Membership Agreement or otherwise, if the Member fails to comply with the obligations set out in this section 6, Trusted Shops shall be entitled,
- for the duration of the breach of obligation, to block access to the Online System entirely or in part, block access to the Member's rating profile and stop the display of the Trustbadge on the Website(s); and
  - demand, in its sole discretion and by written notice, that the Member complies with the obligations set out in this section 6 within a reasonable period of time specified by Trusted Shops or shall remove the integration and all information about the Customer Reviews from the Website(s).
- If the Member continues to use Customer Reviews or references to it without complying with the requirements under this section 6 and despite receiving a warning, Trusted Shops may terminate the contract with immediate effect.
- If the Member uses the Customer Reviews dishonestly or fraudulently (acc. to section 6.1), or fails to comply with the obligations set out in section 6.4 and 6.5, Trusted Shops shall also be entitled
- to permanently delete either those ratings affected or all ratings and to reset the system to its original state, and
  - in the event of grossly negligent or intentional breach of these obligations, to immediately, i.e. without issuing a prior warning, terminate the contract.
- 6.8. The Member must indemnify and hold Trusted Shops harmless against any and all liabilities, damages, or expenses whatsoever, including, without limitation, reasonable attorneys' fees, which Trusted Shops incurs as a result of disputes with third parties, and which result from (i) the Member's dishonest or fraudulent use of the Customer Reviews (acc. to section 6.1) or (ii) the Member's culpable failing to comply with the obligations set out in section 6.4 and 6.4.
- 6.9. The Member may only use Customer Reviews for its own purposes, i.e. to evaluate and display the ratings of its own customers, unless Trusted Shops has explicitly agreed in writing to use for other purposes. In particular, it is not permitted to provide third parties with the use of the review system for a fee or to combine the Trusted Shops service reviews with other services without the consent of Trusted Shops and to resell them at a total price (reselling).
- 7. Warranties; Limitations of Liability**
- 7.1. The Member acknowledges that there may be delays or failures relating to the operation of or access to the Online System due to technical difficulties that are outside of Trusted Shops' reasonable control, and that Trusted Shops does not warrant or represent that the Online Systems will be accessible, available and error-free at all times.
- 7.2. Trusted Shops warrants that any Services provided under the scope of this Membership Agreement will be provided with reasonable skill and care and using appropriately qualified and skilled personnel.
- 7.3. Apart from the terms set out in this Membership Agreement, and to the fullest extent permitted by law, no other warranties, conditions or other terms shall apply to the supply of Trusted Shops Brands, the Online System or Services set out in this Membership Agreement (whether express or implied), including any implied warranties, conditions or terms relating to satisfactory quality, merchantability or fitness for any particular purpose.
- 7.4. Neither party's liability: (a) for death or personal injury resulting from its negligence or that of its employees or agents; (b) under Part I of the Consumer Protection Act 1987; (c) for fraudulent misrepresentation or for any other fraudulent or dishonest act or omission; or (d) to pay any sums properly due and payable to the other party under the Membership Agreement; is excluded or limited by these Membership Terms, even if any other term would otherwise suggest that this might be the case.
- 7.5. Other than as set out in section 7.4, Trusted Shops shall not be liable (whether for breach of contract, negligence or for any other reason) for any of the following: (a) loss of profits; (b) loss of revenue; (c) loss of sales; (d) loss of opportunity; (e) loss of goodwill or reputation; or (f) any indirect, consequential or special loss.
- 7.6. Subject to sections 7.4 and 7.5, Trusted Shops' total aggregate liability for all claims arising from or in relation to any given event or series of connected events under this Membership Agreement (and

whether the liability arises because of breach of contract, negligence or for any other reason) shall be limited: (a) to an amount equal to 125% of the total amounts paid or payable by the Member under the Membership Agreement in the 12 months preceding the month in which the event (or first in a series of connected events) occurred; or (b) if the amount referred to in (a) cannot be calculated accurately at the time the relevant liability is to be assessed, or if it is less than £5,000, to £5,000; whichever is greater.

## 8. Confidentiality

- 8.1. Each of the parties to this Membership Agreement intends to disclose information ("Confidential Information") to the other party to exercise rights and fulfil obligations under this Membership Agreement ("Purpose"). Each party to this Membership Agreement is referred to as "the Recipient" when it receives or uses the Confidential Information disclosed by the other party. The Recipient undertakes not to use the Confidential Information disclosed by the other party for any purpose except the Purpose, without first obtaining the written consent of the other party.
- 8.2. The Recipient undertakes to keep the Confidential Information disclosed by the other party secure and not to disclose it to any third party except to its employees and professional advisers who need to know the same for the Purpose, who know they owe a duty of confidence to the other party and who are bound by obligations equivalent to those in this clause.
- 8.3. The undertakings set out above apply to all of the information disclosed by each of the parties to the other, regardless of the way or form in which it is disclosed or recorded but they do not apply to: any information which is or in future comes into the public domain; or any information which is already known to the Recipient and which was not subject to any obligation of confidence before it was disclosed to the Recipient by the other party.
- 8.4. Nothing in this Membership Agreement will prevent the Recipient from making any disclosure of the Confidential Information required by law or by any competent authority.
- 8.5. The Recipient will, on request from the other party, return all copies and records of the Confidential Information disclosed by the other party to the Recipient and will not retain any copies or records of the Confidential Information disclosed by the other party.

## 9. Term and Termination

- 9.1. This Membership Agreement will begin on the Effective Date and remain in effect for an initial term of 12 months and will be automatically extended for a further period of 12 months unless terminated to the end of the current term by either party with three (3) months prior written notice to the other party.
- 9.2. When the Member books additional options during the term of this Membership Agreement each option can be terminated with three (3) months prior written notice to the end of the term.
- 9.3. With the termination of the membership contract all booked additional options are terminated automatically.
- 9.4. The termination of additional options does not affect the Membership Agreement as a whole.
- 9.5. Either party may terminate this Membership Agreement with immediate effect by written notice to the other party in the event that the other party materially breaches one or more of its obligations under this Membership Agreement and it is not possible to remedy that breach, or it is possible to remedy that breach, but the other party fails to do so within 30 days of being asked to do so; or the other party ceases to pay its debts or becomes insolvent.
- 9.6. Without limiting its rights in section 9.5 and without prejudice to any other claims that Trusted Shops may have against the Member under the Membership Agreement or otherwise, Trusted Shops may terminate this Membership Agreement with immediate effect by notice in writing if the Member
  - fails to comply with a notice given under sections 6.7;

- 9.7. The turnover-based recalculation of the membership fees, as well as of the fees of any turnover-based individual services booked by the Member, pursuant to Subsections 3.6 et seq. shall be carried out in accordance with the Price List agreed upon at the time of the conclusion of the contract, or with the agreed individual price scale, and shall thus not entitle to an immediate termination.
- 9.8. In the event of extraordinary termination by Trusted Shops, the membership fees for the original remaining term of the contract are owed as compensation.

## 10. Miscellaneous

- 10.1. **Notices.** All notices given or required under this Membership Agreement must be made in writing.
- 10.2. **Assignment.** This Membership Agreement shall not be assignable or transferable by either party, by operation of law or otherwise, without the prior written consent of the other party.
- 10.3. **Contract language.** The official contract language is English.
- 10.4. **Governing Law.** This Membership Agreement is governed by, and is to be construed in accordance with, German law. The place of jurisdiction for all disputes arising out, or in connection with this Membership Agreement shall be, to the extent permitted by law, Cologne, Germany. The same applies if the Member does not have a general place of jurisdiction in Germany or if the Member's place of residence is unknown at the time the action is brought.
- 10.5. **Entire Agreement.** This Membership Agreement constitutes the entire agreement between the parties with respect to its subject matter and supersedes any prior negotiations, understandings and agreements on that subject.
- 10.6. **Amendments.** This Membership Agreement may only be added to or modified or amended in writing. However, Trusted Shops may amend these Membership Terms and/or the fees by giving notice in writing to the Member. Such amendments will be deemed to be approved by the Member unless the Member objects to the amendments in writing and terminates the Membership Agreement within thirty 30 days following receipt of such notice.
- 10.7. **Changes to the Quality Criteria and Exclusion Catalogue.** Trusted Shops may amend or update the Exclusion Catalogue and Quality Criteria from time to time. If Trusted Shops amends or updates the Quality Criteria, it will notify the Member of the changes via e-mail. The Member shall be responsible for ensuring their full compliance with the amended or updated Quality Criteria. Objection is not possible.
- 10.8. **No Waiver.** No waiver of any provision of this Membership Agreement, or consent to any departure from the terms of this Membership Agreement, shall be effective unless the same shall be in writing and signed by the party waiving or consenting thereto.
- 10.9. **Severability.** If any provision of this Membership Agreement is found invalid or unenforceable, such provision shall be enforced to the maximum extent permissible by law and the other provisions of this Membership Agreement shall remain in full force and effect.
- 10.10. **Survival.** Sections 2.2, 2.3, 7, 8 and 10 will survive any termination of this Membership Agreement.
- 10.11. **Relationship of the parties.** This Membership Agreement shall not constitute either party the agent or legal representative of the other party for any purpose whatsoever. This Membership Agreement creates no agency, partnership, or joint venture, and both parties are acting as independent contractors.
- 10.12. **No Third Party Beneficiaries.** The parties do not intend that any of the terms of this Membership Agreement will be enforceable by virtue of the Contracts (Rights of Third Parties) Act 1999 by any person who is not a party to it.
- 10.13. **Force Majeure.** No party shall be liable for failure to perform any of its obligations under this Membership Agreement when such failure is due to a cause (for example, natural disaster, act of war or terrorism, riot, labour condition, governmental action, and Internet disturbance) beyond the party's reasonable control.

## Additional terms and conditions for optional „Trustmark” services

In the event that the member should use the "Trustmark" option, the terms and conditions under this subsection apply in addition. The Quality Criteria including the Performance Standards form part of this Membership Agreement. When booking the service, a Trusted Shops guarantee contract with the Trusted Shops guarantors is applied for at the same time. Trusted Shops guarantors are Atradius Credit Insurance, branch of Atradius Credito y Caución S.A.de Seguros y Reaseguros, Opladener Straße 14, 50679 Cologne and R+V Versicherung AG, Raiffeisenplatz 1, 65189 Wiesbaden. For companies based in Switzerland, Atradius Credit Insurance N.V., Zweigniederlassung Zürich, Klausstraße 43, 8008 Zürich is added as an additional Trusted Shops guarantor.



## Additional Definitions

“**Buyer Protection**” means the Trusted Shops Buyer Protection money-back guarantee which protects customers in accordance with the buyer protection conditions, and the Services provided by Trusted Shops for Customers, cf. Sections 2 and 3 of the [Membership Terms for Buyers](#).

“**Quality Criteria**” means the quality standard as defined and amended, from time to time, by Trusted Shops the Member commits to comply with by entering into this Membership Agreement. The Quality Criteria do also include the Performance Standards.

“**Licence Conditions**” means the conditions subject to which Trusted Shops grants the Member the right and licence to use the Trusted Shops Brands.

“**Performance Standards**” means the performance indices as defined and amended, from time to time, by Trusted Shops measured if at least 20 transactions were covered by the Trusted Shops Guarantee.

## Additional terms and conditions

### 11. Licence conditions – Use of Trusted Shops Trustmark

- 11.1. During the term of this Membership Agreement, Trusted Shops grants to the Member a limited, revocable, non-exclusive and non-transferable right and licence to use the Trusted Shops Trustmark on the Website(s), for which the Member ordered the Trustmark option, if the Member complies with the [licence conditions](#).
  - 11.2. Trusted Shops will display the Trustmark in the Trustbadge if and as long as the Member fulfils the aforementioned requirements.
  - 11.3. In respect of Website(s) expressly targeted to countries outside the United Kingdom, the Member shall comply with the applicable Trusted Shops Quality Criteria, which can be downloaded from the download directory at [www.trustedshops.com](http://www.trustedshops.com), after selection of the relevant country page.
  - 11.4. The Member may only use Trusted Shops Brands in brochures, catalogues and any other advertisements that refer to the Member's Website(s) subject to Trusted Shops' additional terms and conditions relating to such use.
  - 11.5. Except to the extent expressly stated in this clause, neither the Membership Agreement nor the supply of any information grants the Member any licence, interest or right in respect of any intellectual property rights of Trusted Shops.
  - 11.6. Trusted Shops may use and display the Member's brands for purposes of marketing and promoting Trusted Shops and the Member's membership.
- ### 12. Obligations for the use of the Trusted Shops brands
- 12.1. The Member is obliged to ensure that the [Licence Conditions](#) are fulfilled during the entire term of the Agreement.
  - 12.2. The Member shall comply with the Quality Criteria during the term of this Membership Agreement and shall notify Trusted Shops immediately of any revisions of the Website(s) that may affect the compliance with the Quality Criteria (e.g. translation into foreign languages, substantial changes of the business model etc.). Further member shall offer Customers the Trusted Shops Buyer Protection.
  - 12.3. With regard to disputes with Customers: The Member shall submit to Trusted Shops delivery receipts, proof of refund or evidence that the Consumer is liable for diminished value of the goods resulting from handling of the goods other than what is necessary to establish the nature, characteristics and functioning of the goods.
  - 12.4. The Member is obliged to reimburse Trusted Shops for any payment made by the latter in the form of a Buyer Protection refund (Section 3 of the [Membership Terms for Buyers](#)) along with any additional costs incurred in this context, without prejudice to any further compensation claims Trusted Shops may have. Trusted Shops will invoice the Member for such payments which Trusted Shops will list in detail.
  - 12.5. On request, the Member will provide Trusted Shops with qualified information that enables an appropriate creditworthiness check. Trusted Shops is entitled to forward this information to the cooperating insurers for the purpose of checking the Member's creditworthiness. Trusted Shops and the insurers are contractually

obliged to maintain the confidentiality of sensitive information and will only use this for the aforementioned purpose and will not forward it to third parties.

### 13. Failure to comply with licence conditions or other obligations

- 13.1. Members are responsible for ensuring their full compliance with the [licence conditions](#), including, but not limited to, compliance with the Quality Criteria and meeting all of the Performance Standards. Trusted Shops may, during the term of this Membership Agreement, conduct audits to verify compliance with the Licence Conditions.
  - 13.2. Without limiting any other remedy that Trusted Shops may have under this Membership Agreement or otherwise, if the Member fails to meet one or more of the Licence Conditions set out in section 11, the licence shall be revoked automatically. In such case, Trusted Shops will work with the Member to improve the Member's performance and may
    - demand by written notice that the Member either complies with the Licence Conditions within a specified period of time or remove the Trusted Shops Brands and all references to Trusted Shops from its Website(s)
    - if the Member still fails to comply with the Licence Conditions after the expiry of the notice, Trusted Shops may set the Trustmark status to "invalid", following which Customers will no longer be able to register for the Trusted Shops Guarantee.
  - 13.3. The specification of a period of time can be dispensed with if the Member seriously and definitively refuses to comply with a licence condition, or there are special circumstances which, when the interests of both parties are weighed, justify immediate revocation, including, but not limited to where the Member sells prohibited items or is in significant delay with responding to Trusted Shops' or Customers' enquiries.
  - 13.4. If the Member breaches an obligation set out in section 5 or 12.03 for more than 10 days, Trusted Shops may impose a processing fee according to the Price List, provided that a reminder notice has been sent to the Member before.
  - 13.5. The right to use the Trademark will also be revoked if the Member is at least 30 days in arrears with the payment of amounts due despite a reminder by e-mail, if there is insufficient creditworthiness or if no documents are provided to check the creditworthiness. The other services booked can still be used. The obligation to pay the membership fees continues to apply.
  - 13.6. Any further claims of Trusted Shops arising from unauthorised use of the Trusted Shops trademarks shall remain unaffected.
- ### 14. Intermediary
- Subsection 5.6 shall apply accordingly to all obligations laid down in Sections 11 et seq.
- ### 15. No legal consulting
- Within the scope of an inspection of the Member's Website(s), Trusted Shops only examines its / their compliance with the licence conditions. A positive test result does not include the statement that the Member's Website(s) is / are compliant with all relevant regulations, in particular regulations pertaining to unfair competition or unfair contractual terms.
- ### 16. Term and termination
- In addition to section 9.7 Trusted Shops may terminate this Membership Agreement with immediate effect by notice in writing if the Member
- fails to comply with a notice given under section 13.2; or
  - loses the right to offer the Trusted Shops Guarantee due to the nullification of the acknowledged guarantee coverage or the termination of the guarantee contract.

## A Additional terms and conditions for the “Product Reviews” service

In the event that the Member should use the option “Product Reviews”, the regulations of this subparagraph apply in addition to the other terms and conditions of the membership agreement.

### A1 Additional duties when using the Product Reviews option

- A1.1 With regard to the use of the reviews system in general section 6 above applies to Members who use the Product Reviews option.

- A1.2 In the event that the Member should make use of the option to forward URLs referring to product images to Trusted Shops in order that Trusted Shops may display these images on the evaluation form on the pages of Trusted Shops, the Member undertakes and ensures

Trusted Shops that he/she will exclusively forward links to such product images for which the Member possesses the copyrights and is entitled to grant licences according to the following requirements or possesses a licence for the use of the image and is entitled to grant sub-licences according to the following requirements.

- A1.3 In addition, the Member also ensures that it will only forward to Trusted Shops such data (e.g. links to images, product descriptions, item numbers, product identification), which refer to the product ordered, supplied and therefore to be evaluated, in particular only images and descriptions of these products.
- A1.4 The Member shall neither forward any links whose images might cause Trusted Shops to violate current law nor any images that the average viewer might regard as pornographic or obscene, nor any images with either National Socialist, racist or xenophobic reference, also insofar as no indictable relevance exists.
- A1.5 The Member is also obliged not to forward any product image that might violate the rights of third parties, in particular any trademark rights.

#### **A2 Licence of use, product images**

- A2.1 The Member herewith grants Trusted Shops the non-exclusive and non-conferrable right to use the forwarded product images time-wise and spatially without limitation and for the purposes stated in this

agreement, in particular but not exclusively the reproduction of the product image in the evaluation form and in evaluation profiles. This expressly includes the following types of use: reproduction, publication, editing and distribution, in print, offline and online communication, mobile, push services, social media, as well as types of use, which will only become known in future insofar as these become necessary for providing the contractual duties.

- A2.2 The Member shall grant Trusted Shops the aforementioned rights free of charge.

#### **A3 Indemnification in the case of using the reviews system in violation of the contract**

In the event of any violation of the rights of third parties through the culpable violation of duties according to subparagraph A.1. The Member shall, against proof, indemnify Trusted Shops against all claims and damages claims arising therefrom which might be asserted against Trusted Shops, as well as against all costs of legal defence.

#### **A4 Use of Product Reviews**

The Member may use the collected Product Reviews for his own marketing purposes. This licence grant remains in force even after termination of the contract.

## **B Additional terms and conditions for the “Reputation Manager” service**

In the event that the Member should use the service „Reputation Manager“, the regulations of this subparagraph apply in addition to the other terms and conditions of the Membership Agreement.

The Reputation Managers is an interface serving as an intermediary to other rating and review platforms the Member might have registered and be operating profiles for their online presences in. The Digital Reputation Manager offers an easy way to manage ratings from all those platforms, as well as reviews and ratings from Trusted Shops' own review system in one place.

The Reputation Manager is a Trusted Shops service. All other platforms, products and services, service providers as well as their respective brands and trademarks which may be supported and/or displayed in our tool are neither owned nor offered by or partnered with Trusted Shops. Their use is subject to the terms, conditions, and any other contractual agreements concluded between you and the platform providers.

#### **B1 Additional duties when using the Reputation Manager**

- B1.1 With regard to the use of the reviews system in general, section 6 and sections A1-A4 above apply to Members who use the Reputation Manager.
- B1.2 In the event that the Member should make use of the option to forward URLs referring to review profiles on other platforms to Trusted Shops in order that Trusted Shops links them with the Member's Reputation Manager profile, the Member undertakes and ensures Trusted Shops that he/she will exclusively forward links to such profiles of which the Member is the legitimate and authorised owner or representative. The Member must provide Trusted Shops with respective proof of this on the latter's request within a reasonable period of time determined by Trusted Shops.
- B1.3 The Member ensures that he or she is not in breach of contractual obligations towards other platform providers by using the Reputation Manager in any way whatsoever.
- B1.4 Compulsory content in the review invite templates indicated as such may not be changed or removed.

#### **B2 Indemnification in the case of using the Reputation Manager in violation of the contract**

- B2.1 In the event of any violation of the rights of third parties through the culpable violation of the duties laid down in Section B1, the Member shall, against proof, indemnify Trusted Shops against all claims and damages claims arising therefrom which might be asserted against Trusted Shops, as well as against all costs of legal defence.

#### **B3 Temporary deactivation of the review profile**

- B3.1 Trusted Shops reserves the right to deactivate the Member's review profile in the Reputation Manager or certain functions thereof if it has reason to suspect any abuse, especially in the sense of B1.2, until the situation has been clarified, i.e. until the Member has provided proof dismissing said suspicion.

## **C Additional terms and conditions for the “Trusted Shops Smart Review Assistant”**

If the Member (or User) has booked the "Smart Review Assistant" service, the provisions of this subsection shall apply in addition to the remaining terms and conditions of the Membership Agreement.

#### **C1 Scope and description of services**

- C2 The Smart Review Assistant is an additional feature in the area of the eTrusted Control Center and allows the member / user to respond to received reviews. By clicking on a button, the AI service generates a possible response to the received review, which can be published and if necessary adjusted by the member. After clicking on the button, a summary of the review received is also generated and displayed in the Control Center.
- C2.1 The feature is offered in different packages depending on the number of reviews expected to be received per contract year. The member books the appropriate package according to the price list. If the number of reviews received per contract year is exceeded, the member must switch to a larger package ("Upgrade"). Otherwise, the feature will be deactivated until the next contract year when the agreed

number of reviews is reached. A downgrade to a smaller package is only possible with effect from the next contract year.

- C2.2 Only responses to verified reviews of the last 12 months collected with the Trusted Shops rating system for one (1) online presence can be generated. Imported reviews are excluded from the feature. The number of responses generated must not exceed the number of reviews received, regardless of whether a response is published or not.
- C2.3 The member's right to use the Smart Review Assistant via the frontend in the Control Center is limited to the term of the contract and is non-exclusive, non-sublicensable and non-transferable. In particular, the user may not grant third parties access to the Smart Review Assistant. The user is not entitled to copy, modify, decompile, create derivative works or reverse engineer, disassemble, translate or otherwise attempt to change the source code of the services or parts thereof. This only

applies if such an activity is not expressly permitted under § 69d and 69e of the German Copyright Act (UrhG).

- C2.4 The user receives a non-exclusive, non-sublicensable and non-transferable right of use to the generated answers limited to the term of the contract.
- C2.5 The Smart Review Assistant is 99% available on a monthly average (excluding planned maintenance and improvements). Due to the execution of necessary maintenance and improvement work, it is possible that the services or individual functionalities are temporarily unavailable.

### **C3 Terms of payment and contract period**

- C3.1 The price of the service depends on the number of reviews received per contract year. The agreed price list applies.
- C3.2 In case of an upgrade, the adjusted usage fee shall be invoiced immediately on a pro rata temporis basis until the end of the current contract year.
- C3.3 The Smart Review Assistant service can be booked individually as an additional option for one online presence (shop), under one domain, in one language variant, with a focus on a target market.
- C3.4 The term follows the term of the main contract (membership contract or user contract eTrusted Platform). The option can be terminated individually with a notice period of 3 months to the end of the contract year. The availability of the additional packages depends on the selected main target market.
- C3.5 The right to extraordinary termination without notice for good cause remains unaffected.

### **C4 Obligations of the member**

- C4.1 The member must meet the technical requirements for the use of the Smart Review Assistant provided by Trusted Shops at his own expense, in particular with regard to a sufficient Internet connection as well as the operating system and the browser.
- C4.2 The automatically generated responses to reviews must be reviewed and confirmed by the user before the content is published.
- C4.3 In deviation from clause 5.2, responses to positive reviews with at least 4 stars may be answered automatically by activating the function offered for this purpose. The user is responsible to Trusted Shops for the use of this function and indemnifies Trusted Shops against all claims by third parties in connection with the use of the function.

### **C5 Access Restriction**

- C5.1 Trusted Shops is entitled to temporarily block access to the Smart Review Assistant if there are concrete indications that the member has seriously or repeatedly violated legal regulations or these Terms of Use.
- C5.2 When deciding on the blocking, Trusted Shops will take into account the legitimate interests of the member concerned, in particular whether there are indications that the member is not responsible for the violation. Trusted Shops will lift the block immediately as soon as the violation has ended.

## **D Additional terms and conditions for the "Sentiment Analysis"**

If the Member (or User) has booked the "Sentiment Analysis" service, the provisions of this subsection shall apply in addition to the remaining terms and conditions of the Membership Agreement.

### **D1 Scope and description of services**

- D1.1 The Sentiment Analysis feature provides aggregated qualitative review insights extracted from customer reviews using Artificial Intelligence Analysis and displayed in the Control Center.
- D1.2 Member's or User's right to use the feature exists during the term of the Main Contract (membership contract or user contract for eTrusted Experience Feedback).
- D1.3 The feature is provided for the analysis of reviews collected in the period of 365 days prior to the respective use. Trusted Shops reserves the right to change the available period at any time.

### **D2 Terms of payment and contract period**

- D2.1 The feature is offered in different packages depending on the number of reviews expected to be received per contract year. The Member books the appropriate package according to the price list. Section A2.3 TS-AMB applies.
- D2.2 At the end of each contract year a forecast for the number of reviews expected to be received in the following contract year will be made and, if this varies from the current contract year, both parties may request that the Member switch to a larger package ("Upgrade") or to a lower package ("Downgrade") for the following contract year.
- D2.3 The Sentiment Analysis service can be booked individually as an additional option for one online presence (shop), under one domain, in one language variant, with a focus on a target market. The option can be terminated individually with a notice period of 3 months to the end of the contract year. The availability of the additional packages depends on the selected main target market. The right to extraordinary termination without notice for good cause remains unaffected.

### **D3 Obligations of the Member**

- D3.1 The Member may only use the Sentiment Analysis feature if an analysis of the reviews is permitted from a legal perspective. In particular, it may not be used if data protection regulations or industry-specific standards prohibit an analysis of the reviews.

- D3.2 In the event that the Member uses the feature and thereby violates applicable law, it indemnifies Trusted Shops on first demand against all claims made by third parties against Trusted Shops in connection with the unlawful analysis of reviews. Trusted Shops is entitled to take appropriate measures to defend itself against claims by third parties or to defend its rights. Member's obligation to indemnify Trusted Shops also includes reimbursement of the costs incurred by Trusted Shops in pursuing and defending legal action.
- D3.3 The use of the feature is subject to the data protection agreement concluded between the Member and Trusted Shops. This can be in the form of a joint controller agreement in accordance with Art. 26 GDPR or in the form of a data processing agreement in accordance with Art. 28 GDPR.
- D3.4 Member grants Trusted Shops and the companies affiliated with Trusted Shops in terms of section 15 of the German Stock Corporation Act (AktG) the exclusive, royalty-free, permanent and irrevocable right to use the results generated by the use of the feature for their own business purposes.
- D3.5 The Member may only use the results generated by the use of the feature for internal purposes and must not publish, distribute or make them accessible to third parties in any way, directly or indirectly, in whole or in part, unless express permission is granted by Trusted Shops. Affiliated companies in terms of section 15 of the German Stock Corporation Act (AktG) are not third parties.

### **D4 Controls and restrictions by Trusted Shops**

- D4.1 Trusted Shops reserves the right to check at any time whether there is a breach of the obligations of this agreement and to block the use of the feature at its own discretion.
- D4.2 The Member's right to use the Sentiment Analysis feature via the frontend in the Control Center is non-exclusive, non-sublicensable and non-transferable. In particular, the Member may not grant third parties access to the feature. The Member is not entitled to copy, modify, decompile, create derivative works or reverse engineer, disassemble, translate or otherwise attempt to change the source code of the services or parts thereof. This only applies if such an activity is not expressly permitted under § 69d and 69e of the German Copyright Act (UrhG).

## **Agreement pursuant to Article 26 (1) the General Data Protection Regulation (GDPR)**

between

### **Trusted Shops AG**

Subbelrather Str. 15c

50823 Köln (Cologne), Germany

-hereinafter referred to as "**Trusted Shops**"-

and

the **Member** or **User** specified in the Membership or User Agreement.

- hereinafter also referred to individually as "**Party**" and collectively as "**Parties**". The term Member shall hereinafter also mean any user of the Experience Feedback Platform -

### **§ 1 Subject matter of the agreement**

- (1) Trusted Shops offers various trust services for companies. In this context, personal data is processed under the joint controllership of the Parties. If Member does not act as a single controller but involves other controllers in the processing activities covered by this agreement, Member shall inform Trusted Shops of these other controllers so that they can join this agreement.
- (2) The respective rights and obligations of the Parties under the GDPR, as well as the specified purposes and means of processing, are governed by this Agreement on the Joint Controllership pursuant to Article 26 GDPR (hereinafter referred to as "the Agreement").

### **§ 2 - Description of data processing and responsibility**

- (1) The details of the purpose, nature and scope of the data processing are set out in the agreement in Appendix I and in specific provisions in this Agreement.
- (2) The individual processing activities over which there is joint controllership of the Parties are precisely identified and allocated to the respective area of responsibility in Appendix I to this Agreement. Wherever the individual responsibilities are not specifically regulated, for the avoidance of doubt, both Parties will be equally responsible for the respective data processing.

### **§ 3 - Implementation of data subject rights and information obligations**

- (1) Data subject enquiries concerning this joint controllership should be directed to Trusted Shops if possible. Notwithstanding this, data subjects may address their enquiries to both parties in order to exercise the data subject rights to which they are entitled.
- (2) The Parties are obliged to forward the requests addressed to them to the respective other Party insofar as this is necessary for the proper processing of the enquiry of the person concerned. This does not apply if the forwarding of this information is not permitted under data protection or professional law, in particular because the person concerned explicitly does not wish it to be forwarded. To this end, the Parties shall provide each other with contact addresses and notify each other of any changes in text form. The contact address of Trusted Shops can be found in Appendix I to this Agreement and is accessible at any time under <https://www.trustedshops.de/impressum-datenschutz/#kontaktmoeglichkeiten-und-rechte>. Both Parties undertake to provide the information to the data subject independently.
- (3) The Parties may specify in Appendix I to this Agreement the primary responsibilities for fulfilling the information obligations under Articles 13 and 14 GDPR. Each Party is obliged to implement the information obligations arising from Articles 13 and 14 GDPR and Article 26 (2) GDPR vis-à-vis the data subjects. The Parties shall ensure that this information is accessible via the Internet and provide each other with the Internet addresses at which the respective information can be accessed.

- (4) The Parties shall provide, free of charge, the data subject with the necessary data and information in a concise, transparent, intelligible and easily accessible form, using clear and plain language.

#### **§ 4 - Erasure requests by data subjects**

- (1) In the event of erasure requests by data subjects, the Parties shall inform each other thereof. The erasure request has to be complied with in accordance with the requirements of Section 3 of this Agreement, provided that there are no legitimate reasons to oppose the erasure process. Legitimate reasons may, for example, lie in statutory data retention obligations of the respective Party.
- (2) The erasure of personal data must be documented by the Parties.
- (3) Obligations arising from Article 17 (2) GDPR must be fulfilled independently by the respective Party that has made personal data public. If the Parties have jointly made personal data public on websites operated by Trusted Shops, Trusted Shops is responsible for fulfilling the obligations arising from Article 17(2) GDPR.

#### **§ 5 - Data security and data protection principles**

- (1) The Parties mutually undertake to comply with the technical and organisational measures required in each case in accordance with Article 32 GDPR, insofar as this relates to the processing of personal data for which there is joint controllership within the meaning of Article 26 GDPR.
- (2) The data protection principles laid down in Article 5 GDPR must be complied with by the Parties; in particular, the Parties undertake to process data lawfully within this Agreement.
- (3) The Parties agree that both Parties shall take the necessary technical and organisational measures for their respective areas. Trusted Shops' technical and organisational measures can be accessed at any time via the following link: <https://help.etrusted.com/hc/en-gb/articles/360021040178>. The User is required to adopt technical and organisational measures within its own area of responsibility, and to disclose these to Trusted Shops on request.
- (4) In the event of irregularities and errors in the data processing under this Agreement, the Parties shall inform each other and assist each other in rectifying them. This also applies to violations of provisions of this Agreement.

#### **§ 6 - Data protection breaches**

- (1) In the event of a personal data breach within the meaning of Article 4 No. 12 GDPR (hereinafter referred to as "Data Protection Breaches") under this Agreement, the Parties shall notify each other without undue delay after becoming aware of the Data Protection Breach. The notification has to be made in text form. They shall provide each other with all the information necessary to investigate, remedy and assess the risk of the Data Protection Breach.
- (2) Both Parties are responsible for processing and reviewing a Data Protection Breach. They undertake to provide mutual support and to comply with any notification obligations in accordance with Articles 33 and 34 GDPR immediately. The Parties' obligations to cooperate under Paragraph 1 must be within the bounds of what is reasonable and necessary.
- (3) Data Protection Breaches and their processing must be documented by the Parties.

#### **§ 7 - Documentation Duties**

- (1) The Parties undertake to independently comply with the documentation obligations contained in the GDPR. This applies, in particular, to the keeping of the register of processing activities in accordance with Article 30 GDPR. The Parties shall provide each other with the information necessary for the maintenance of the register in an appropriate form.
- (2) The Parties shall support each other with regard to all other documentation obligations, in particular, those arising from Articles 32 to 36 GDPR.



## § 8 - Cooperation with data protection supervisory authorities

- (1) The Parties undertake to inform each other without undue delay in the event of enquiries from a data protection supervisory authority concerning processing activities covered by this Agreement.
- (2) Enquiries from the data protection supervisory authority will be processed jointly by the Parties unless otherwise agreed in individual cases.
- (3) Formal enquiries about this Agreement shall – as far as possible – be handled by Trusted Shops. User forwards enquiries to Trusted Shops without being requested to do so, provided that the enquiry is directed to the User.
- (4) Necessary information, access and inspection rights shall - within the framework of their statutory powers - be granted to data protection supervisory authorities by the Parties.
- (5) This is without prejudice to the Parties' right to seek legal remedy.

## § 9 - Processor

- (1) Processors in the sense of Article 4 No. 8 GDPR may be commissioned under this Agreement by each Party without the prior consent of the other Party.
- (2) In the event of a commission such as described in Section 9 (1), the commissioning Party shall provide the other Party with all necessary information. The data processing agreement (DPA) must comply with the requirements of Articles 28 and 29 GDPR.
- (3) Should a processor be commissioned outside the EU/EEA, the commissioning party shall implement appropriate technical, organisational and contractual measures to ensure that the personal data is processed exclusively within the EU/EEA and, prior to the transfer of personal data to the third country, provide guarantees in accordance with Art. 44 et seq. of the GDPR for an adequate level of data protection to the other party and document this in writing in the contract for the commissioned processing. The other party has the right to object after reviewing the guarantees. In the event of an objection, the parties shall examine whether another appropriate safeguard comes into question. If no other appropriate safeguard comes into question, consent pursuant to Art. 49 (1) a of the GDPR shall be obtained by the user for the transfer of personal data to a third country.
- (4) Upon conclusion of a DPA, the concluding Party shall, upon request, provide the respectively other Party with a copy of the DPA.
- (5) Trusted Shops publishes the used processors under <https://help.etrusted.com/hc/en-gb/articles/360021040178-Technical-and-organisational-measures>.

## § 10 - Liability

- (1) The Parties are liable for their respective obligations towards the data subject in accordance with the statutory provisions.
- (2) With regard to their internal relationship, the liability of the Parties is determined by their respective area of responsibility, without prejudice to the provisions of this Agreement and any other liability distribution agreements of the Parties. Where both Parties are responsible for an area of data processing, liability for damages is determined in accordance with Section 426 of the German Civil Code (BGB) Article 82 (4) and (5) GDPR.

## § 11 - Final Provisions

- (1) This Agreement is an integral part of the Main Contract and is effectively concluded upon the conclusion of the Main Contract. Regarding the term and termination of this Agreement, the provisions of the Main Contract apply. Should there be any inconsistencies with regard to data protection provisions between this Agreement and other agreements between the Parties, in particular the Main Contract, the provisions of this Agreement will prevail.
- (2) Should any provision of this Agreement be or become invalid or contain loopholes, this will not affect the validity of the remaining provisions. The Parties shall undertake to replace the invalid provision with another, valid provision that comes as close as possible to the purpose of the invalid provision and meets the economic requirements as well as the requirements of data protection law.
- (3) German law applies.

## Appendix I - Description of the cooperation

Both Parties jointly determine the purposes and means for certain data processing within the context of the Trusted Shops services which constitutes their joint controllership under data protection law in the sense of Article 26 GDPR, at least for certain data processing operations or parts thereof. The following appendix describes the cooperation between the Parties and the distribution of responsibilities between them. Joint controllership is only in place if and to the extent that the Parties have entered into the respective agreements of the main contract required for the described data processing activities, or the described product is used by the User. The Parties are free to process personal data obtained in the context of joint controllership for further purposes of their own, provided that this is permissible under the applicable data protection regulations and the data subjects are informed of this by the respective Party.

Where the User is responsible for information obligations in accordance with Article 13 GDPR within the scope of the data processing activities described below, it must refer to the Trusted Shops privacy policy on an appropriate spot. The privacy policy is available at the following link:

[https://www.trustedshops.com/tsdocument/BUYER\\_AUTO\\_PROTECTION\\_TERMS\\_en.pdf](https://www.trustedshops.com/tsdocument/BUYER_AUTO_PROTECTION_TERMS_en.pdf)

Trusted Shops also provides additional information in its [Help Centre](#). Among others, it contains a table of responsibilities and competences with the help of which the User can inform the data subjects about the essential contents of this Agreement pursuant to Article 26 (2) GDPR. Furthermore, there are non-binding working aids for the documentation of the balancing of interests mentioned in this Agreement.

The following processing activities are carried out by service providers with whom Trusted Shops has concluded a DPA. Where a third country transfer takes place, Trusted Shops is responsible for providing the appropriate legal framework, i.e. in particular, ensuring the existence of appropriate safeguards in the absence of an adequacy decision or an exemption pursuant to Article 49 GDPR. Trusted Shops will inform the User of any third country transfer that takes place within the scope of the joint controllership, so that the User can comply with information obligations it has towards data subjects.

Trusted Shops carries out monitoring and logging as part of all the listed processing activities to ensure system stability. In some cases, processors, also from the USA and other third countries, are used. The legal basis is Art. 6 para. 1 p. 1 lit. f GDPR. Trusted Shops carries out the necessary balancing of interests and is responsible for all documentation obligations. The user must inform the data subjects about the processing.

In the event that it is necessary to contact Trusted Shops, this should be done by e-mail to [privacy@trustedshops.com](mailto:privacy@trustedshops.com).

### 1. Trustbadge and Widgets

#### 1.1 Display of the widget

Data categories: Access data (IP address, time of access, etc.)

Trusted Shops provides various widgets (e.g., the Trustbadge) for the respective online presence of the User, and is solely responsible for their content and the data processing associated with them. The User's information obligations depend on the purpose for which the respective widget is integrated into the User's online presence.

The integration of the widget into the online presence enables the display of authentic customer reviews and, in the case of the Trustbadge, also the collection of customer reviews. The User is responsible for the display of the widget in the online presence. Its integration enables the display of the Trusted Shops Trustmark, the collection of reviews and the display of Trusted Shops services for buyers. The User must provide information on the integration of the Trustbadge in its privacy notices. The responsibility for securing the legal basis for this as well as for all associated information obligations rests with the User. Insofar as User invokes Article 6 (1) (f) GDPR as the legal basis for the data processing, it is responsible for documenting the legal basis and for carrying out the weighing of interests. Insofar as the User invokes Article 6 (1) (a) GDPR as the legal basis, it is responsible for documenting the legal basis and ensuring that it collects users' consent and can prove such consent. Trusted Shops will inform the User in case integrating the Trustbadge entails processing activities for which the data subjects' consent must be obtained, e.g. setting cookies.

When retrieving the Trustbadge, anonymous visitor server log files are stored. The data stored in particular includes the anonymised IP address, date and time of the visit, and the referrer. This serves the purpose of ensuring the proper functioning of the website and recording any unusual occurrences. The legal basis for creating and storing the log files is Article 6 (1) (f) GDPR. The User must provide information about the legal basis; Trusted Shops is responsible for documenting the weighing of interests.

## 1.2 A/B tests

Data categories: Access data (IP address, time of access, etc.)

Trusted Shops occasionally conducts A/B tests to analyse user behaviour in the User's online presence based on different variants of the widgets. For this purpose, it is necessary to set a cookie or store information in the user's local storage. Trusted Shops will inform the User in good time before the A/B test is carried out. The User has the option to object to the A/B test for its online presence. The parties shall agree on an appropriate legal basis before conducting the A/B test. The User is responsible for informing the user of the legal basis and, if necessary, for obtaining and documenting their consent.

## 2. Offering the Trusted Shops Buyer Protection services

The processing activities required for offering the Trusted Shops Buyer Protection services partly fall under the joint controllership of Trusted Shops and the User. These processing activities are described in the Agreement. Trusted Shops and the User are separately responsible for processing activities related to the Buyer Protection Services that are not listed in this Agreement unless otherwise specified by the nature of the data processing. In such a case, the Agreement must be amended include such processing. Insofar as joint controllership arises from the nature of the processing, it is subject to this agreement.

### 2.1 Recognition of registered Trusted Shops Buyer Protection Service customers

Data categories: Hash value of the email address, transaction number, time of order, purchase amount

When integrating the Trustbadge, a hash value of the email address used by a buyer to make a purchase in the User's shop is transmitted to Trusted Shops after the order has been completed in order to check whether the buyer is already registered for the Trusted Shops Buyer Protection Services. Due to the contractual relationship between the Trusted Shops Buyer Protection Service customer and Trusted Shops, this verification is necessary in order to automatically enable the contractual services for orders placed on third-party websites. The hash value is collected through a DIV query. This leads to the Trustbadge accessing information stored in the purchaser's device, so that there is a consent requirement for this access in accordance with the ePrivacy directive and/or the respective local regulation. The user must ensure that consent for this access is obtained in accordance with the locally applicable ePrivacy regulation before any access takes place. Alternatively the user may integrate the Trustbadge in a way which may not require the user's consent due to local regulations. Trusted Shops offers integration options for this purpose. Information on this can be found in the [Help Centre](#) in the Data protection guideline – recognition of registered Trusted Shops customers.

The data collected consists of the buyer's order data, and is automatically deleted after verification. Article 6 (1) (f) GDPR constitutes the legal basis for the collection of the order data. The User must inform data subjects of the legal basis, whereas Trusted Shops is responsible for documenting the weighing of interests. Alternatively, the User may choose to base the processing on Article 6 (1) (a) GDPR; in this case, the User is responsible for fulfilling all obligations associated therewith under data protection law.

If the verification process determines that the buyer is already registered for the Buyer Protection Services, the order data necessary for activating the buyer protection for the purchase, i.e. for Trusted Shops fulfilling its contractual obligations under the [contract](#) it has with the buyer, is transmitted to Trusted Shops in accordance with Article 6 (1) (b) GDPR. The User shall comply with the information obligations under the GDPR (in particular under Article 13 GDPR). Trusted Shops also confirms the conclusion of the buyer protection by displaying the Trustcard in the checkout and sending an automatic email, and provides further information to the data subject.

## 2.2 Initial registration for the Buyer Protection Service by clicking on the Trustcard

Data categories: email address, transaction number, time of order, purchase amount, buyer protection product (Basic/Plus)

If the verification process described under Section 2.1 determines that the buyer has not yet registered for the Trusted Shops Buyer Protection Service, the buyer has the possibility to do so via the so-called Trustcard which is integrated into the User's online presence as part of the Trustbadge. By signing up for the Buyer Protection Service, the order data and the email address are transmitted to Trusted Shops for the purpose of setting up the Buyer Protection Account and securing the online purchase. Both the User and Trusted Shops are joint controllers in terms of this data transmission. The transmission of order data for the purpose of registering for the Buyer Protection Services, i.e. for Trusted Shops fulfilling its contractual obligations under the [contract](#) with the buyer, is based on Article 6 (1) (b) GDPR. Trusted Shops shall comply with the respective information obligations.

## 3. Evaluation invitations, evaluation submission and evaluation profile

Insofar as the User uses the Trusted Shops review system within the context of this Agreement, the following provisions apply. The User shall invariably be responsible for fulfilling the information obligations under Article 13 GDPR with regards to the dispatch of review invites.

Trusted Shops may use data transmitted by the user in the context of publishing a submitted rating, provided that there is a legal basis for this. The publication of the (abbreviated) name of a reviewer is based on the terms of use for the Trusted Shops feedback platform pursuant to Art. 6 (1) sentence 1 lit. b GDPR.

### 3.1. Collection of email addresses and sending of review invites

#### a) Sending review invites to Trusted Shops Buyer Protection Service customers

Data categories: email address, transaction number, time of order, product purchased (if provided), first name, surname and title (if provided)

Regarding the dispatch of review invites to Trusted Shops Buyer Protection Service customers, Trusted Shops and the User are joint controllers. Provided that the User integrates the Trustbadge, it must inform customers that their order data (email address, order number, order time) will be forwarded to Trusted Shops after placing their order for the purpose of receiving review invites. This is the only way to assign the reviews to a particular order. If the buyer is registered for the Trusted Shops services, the legal basis for this data transfer is the fulfilment of Trusted Shops' contractual obligations under its contract with the buyer in accordance with Article 6 (1) (b) GDPR. The review invites are sent on the basis of the contractual relationship between the Trusted Shops Buyer Protection Service customer and Trusted Shops in accordance with Article 6 (1) (b) GDPR. Trusted Shops is responsible for sending out the review invites, whereas the User may decide on the time of sending.

#### b) Sending review invites to non-buyer protection customers

Data categories: email address, transaction number, time of order, product purchased (if provided), first name, surname and title (if provided) and further optional data provided by the user

When using the Review Collector, the events API or AutoCollection, review invites are sent to buyers who are not registered for the Trusted Shops Buyer Protection Services. The User and Trusted Shops are joint controllers in terms of the respective data processing. The legal basis for the collection of email addresses and the sending of review invites is Article 6 (1) (a) GDPR. Collecting the necessary data for the purpose of sending review invites is the responsibility of the User who is solely responsible for obtaining the necessary consent from the data subject, and for all other obligations associated herewith. The User has to particularly inform its customers of the transmission of the necessary order data to Trusted Shops. Insofar as consent is not obtained for such data transmission, the User must ensure that an appropriate legal basis is provided and document it. Trusted Shops is responsible for sending out the review invites, whereas the User may decide on the time of sending.



c) Sending review invites using the Trustcard

Data categories: email address, transaction number, time of order, product purchased (if provided), first name, surname and title (if provided)

In case the User has integrated the Trustbadge but does not offer buyer protection, the buyer may, after check-out, be offered to consent to receiving review invites. If the buyer consents to receiving review invites, Trusted Shops and the User are joint controllers in terms of sending the review invites. Sending of the review invite and obtaining consent is the responsibility of Trusted Shops, whereas the User may co-determine the time of sending. Trusted Shops Buyer Protection Service customers receive the review invite even if the User does not offer Buyer Protection itself. The User's responsibilities correspond with the ones laid down in Subsection a). With regard to the recognition of registered Buyer Protection Service Customers, Clause 2.1 of this Agreement shall apply accordingly.

d) The User sends out review invitations using the Trusted Shops API.

Data categories: email address, transaction number, time of order, product purchased (if provided), first name, name and title (if provided)

By using the API, the User sends out review invites using a unique link that is created by Trusted Shops with the help of the order data submitted by the User. The User is required to ensure the legal basis for the respective data transfer to Trusted Shops, and is responsible for the fulfilment of all information obligations in this context. Trusted Shops carries out the data processing on the basis of Article 6 (1) (f) GDPR.

e) Use of the Reputation Manager

Data categories: As per points a – d of this paragraph

Insofar as it uses the Trusted Shops Reputation Manager to send review invites that contain links referring to third-party platforms, the User shall be responsible for fulfilling the required information obligations vis-à-vis data subjects. The provisions of this Agreement, in particular the ones contained in Subsections a) – d) of this section, additionally apply to the dispatch of review invite that is based on them.

### 3.2. Review submission

Data categories: Access data (IP address, time of access, etc.), e-mail address, name (if provided), place (if provided), submitted rating (text and stars), transaction number, product purchased (if provided), uploaded photo (if provided)

Trusted Shops is responsible for operating the review platform (in particular, the Control Centre, feedback forms, review forms or other types of forms) on which a data subject submits his/her review. Collecting and publishing the reviews falls under the joint controllership of Trusted Shops the User. Trusted Shops is responsible for providing the legal basis for the data processing and for fulfilling all information obligations in this context. This also concerns other processing activities carried out on the platform, such as tracking. As a general rule, Trusted Shops is solely responsible for tracking. Tracking falls under the joint controllership of Trusted Shops and the User insofar as tracking data is shared with the User. Trusted Shops is responsible for complying with Article 26 (2) GDPR.

Raters have the option of attaching photos to their review. To prevent offensive content or people from being visible on uploaded images, each image is analysed by AWS Rekognition before publication. The legal basis is Article 6 (1) (f) GDPR.

If the User comments on submitted reviews, or contacts the reviewer in any other way, in particular, via the Trusted Shops systems, the User is obliged under this Agreement to ensure that there is a legal basis for its actions. Trusted Shops is entitled to delete comments if the data subject concerned requests erasure and / or the User cannot provide the legal basis.

### 3.3. Blocklisting of email addresses

Data category: email address

As far as a data subject does not wish to receive review invites, he/she has the possibility to withdraw his/her consent vis-à-vis the User. Such withdrawal of consent only applies to review invites related to the individual User in question. Therefore, it is also possible for the data subject to unsubscribe from all review invitations by clicking on the unsubscribe link in the footer of the review invite emails, or by sending an email to Trusted Shops. Trusted Shops will then put the data subject's email address on a blocklist so that no more review invites - regardless of the User to whom they refer - are sent out. Trusted Shops is solely responsible for the blocklist which, however, has an impact on processing activities that are subject to the joint controllership.

In addition, data subjects can use the unsubscribe link in the footer of the review invite to unsubscribe from further review invites related to the channel (e.g. the shop in which the data subject has made a purchase) for which the review invite was sent.

### **3.4. Google integration**

Data category: Submitted rating (text and stars),

If a member chooses to display collected reviews on their own Google company profile (Google integration), collected reviews are transmitted to the member's Google Merchant Center on a daily basis. Google does not receive any personal data, only the rating text and the associated star rating. However, it is possible that the reviewer publishes personal data in the review text, so that Google receives personal data in these cases. The legal basis for the processing is Art. 6 (1) p. 1 lit. b GDPR as the use of the review text is based on the terms of use.

## **4. Control Centre**

### **4.1 General functions**

Data categories: Access data (IP address, time of access, etc.), e-mail address, name (if provided), place (if provided), submitted rating (text and stars), transaction number, product purchased (if provided).

Trusted Shops provides the User with various information via the Control Centre that is either personal or based on the processing of personal data. This includes, in particular, the analytics data described in Section 3.2 of this Appendix for the sending and receipt of review invites, the management of submitted review in the form of commenting on reviews or reporting reviews, as well as the configuration options for the sending of review invites and the publication time of reviews.

If the User wishes to establish links between the Trusted Shops systems and its own systems or systems managed by the User (in particular, CRM or ticket systems), the User shall be responsible in this respect for all obligations arising from the GDPR within the scope of its joint controllership with Trusted Shops. In particular, it must ensure that all necessary data protection agreements are in place when it makes use of a third-party provider (e.g., for data processing), and that the necessary conditions for personal data transfers to a third country are met.

### **4.2. Smart Review Assistant**

Data categories: submitted rating (text and stars)

Trusted Shops optionally provides the user with an AI-supported system to comment on reviews received. The system analyses the review comment and suggests a reply comment to the user, which the user can then release for publication. The service provider does not receive any personal data, only the rating text and the associated star rating. However, it is possible that the reviewer publishes personal data in the review text, so that the service provider receives personal data in these cases. The legal basis for the analysis of the rating comment is Art. 6 para. 1 p. 1 lit. f GDPR. The user is obliged to carry out the balancing of interests and to inform the data subjects in accordance with Art. 13 GDPR. Trusted Shops is responsible for the technical implementation and associated obligations arising from the GDPR.

### **4.3 Sentiment Analysis**

Data categories: submitted rating (text and stars)

Trusted Shops optionally provides the user with an AI-supported system to get aggregated qualitative review insights. The service provider does not receive any personal data, only the rating text and the associated star rating. However, it is possible that the reviewer publishes personal data in the review text, so that the service provider receives personal data in these cases. The legal basis for the analysis of the rating comment is Art. 6 (1) lit. f GDPR. The user is obliged to carry out the balancing of interests and to inform the data subjects in accordance with Art. 13 GDPR. Trusted Shops is responsible for the technical implementation and associated obligations arising from the GDPR.



# The Trusted Shops Quality Criteria

The Trusted Shops Trustmark confirms that the following quality criteria are met. The Trustmark is awarded by Trusted Shops and cannot be purchased. It assures customers that they can shop with confidence. If the quality criteria are not adhered to, and no adjustments are made despite requests, the Trustmark will be revoked and may not be displayed anymore.

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

### **Verified Identity and Creditworthiness**

The identity and creditworthiness of the company are verified at the very beginning of the collaboration and continues to be monitored on an ongoing basis.

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### **Active Buyer Protection**

All buyers must be able to secure their purchases against financial loss through the Trustbadge® which is integrated into the online shop.

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### **Compliance with Consumer Protection**

The following points are verified through test orders:

- The **target group** of the online offering is clearly identifiable (commercial and/or private)
- Clear information about the **identity** of the retailer is provided
- An easily identifiable **contact option** is available (also by phone)
- **Prices, price components, shipping and delivery costs**, as well as **delivery times** are transparently displayed and broken down
- There is a clear **withdrawal procedure** with a minimum of 14-day cooling off period without unacceptable exceptions
- **Information on withdrawal processing**, return modalities, and return costs is easily accessible



- The offering of **all products or services** is **permissible** and not prohibited by the Trusted Shops exclusion catalogue
  - The **order process** is clear and understandable
  - **Products, services, prices, additional costs, and the order button** are transparently presented on the checkout page
  - An immediately incoming **order confirmation via email** lists the purchased products, prices, and any additional shipping costs
  - **Data transmission** is secure and fully encrypted
- 



## Minimum of 4.0 stars in Trusted Shops reviews

The collected reviews correspond to an average rating of at least 4 stars. The daily monitoring takes into account the last 30 days as well as the last 12 months.

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## Outstanding Service Communication

In the last 30 days, the online shop has responded to at least 95% of buyer protection inquiries within five days through the Trusted Shops system.

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## Low Buyer Protection Refund Rate

On average, in the last 30 days, 95% of all orders have been processed without any request for a refund.



# Exclusion catalogue

Trusted Shops does not offer services to companies whose product or service range is illegal or undesirable in terms of the Trusted Shops' business policy. Conclusion of a contract for Trusted Shops services is subject to compliance with this exclusion catalogue.

## I. Basic principle

Products or services that may clearly not be legally offered for sale, or for which it is not clear whether they may be offered legally or which are otherwise likely to deceive or harm consumers, violate the rights of third parties or endanger the reputation of Trusted Shops are excluded.

## II. Product categories

This includes in particular, but is not limited to, the following offers:

### 1. Products and services related to nazism, racism or discrimination

Discriminatory depictions or articles that display a nazi or other discriminatory sentiment, e.g. articles with swastikas, German Reich war flags, blackfacing, anti-LGBTQ articles, etc.

### 2. Weapons and ammunition

Weapons and objects equivalent to them, e.g. rifles, pistols, weapons of war, shooting pens, butterfly knives, nun chakus.

### 3. Replica weapons

Deceptively real-looking imitations of firearms, eg. replicas of revolvers, pistols or rifles, airsoft weapons and paintball guns etc.

### 4. Counterfeit products, products that violate the protection of species

Products whose sale violates intellectual property rights or species protection, e.g. real furs, protected animal species, product imitations and counterfeits.

### 5. Drugs and other products that pose a health risk

Illegal drugs, e.g. cocaine, heroin or illegally offered cannabis as well as other psychoactive substances offered for the purpose of intoxicating consumption, such as legal highs, kratom, chlorine dioxide solutions (CDS/CDL), ayahuasca.

### 6. Gambling that is not clearly permitted

All types of games of chance which have not received the appropriate permission by the authorities in accordance with the law or whose offer is not permitted beyond doubt, e.g. online casinos, online bets and lotteries etc.

### 7. Dubious financial services or rights

Financial products without clear authorisation of the provider or the product, such as cryptocurrencies, NFTs or grey capital market offers, as well as offers to purchase plots of land and similar rights in outer space, e.g. plots of land on the moon, sale of stars, naming stars

### 8. Pornography and problematic erotic products

Pornographic offers or erotic items that are undesirable in terms of the business policy, e.g. products for practising extreme BDSM variants, childlike sex dolls, etc.

### 9. Certificates, IDs, academic papers and degrees

Official identity documents (stolen, real or forged), false certificates or qualifications, e.g. doctor's degrees, ghost-writing of theses, etc.

**10. Fake reviews, malicious software, accounts etc.**

Selling reviews, likes and followers, selling private data without a clear legal basis according to data protection law, gaming account sharing and boosting, software suspected of illegally spying on data.

## 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 hold all our reviews to a very high standard, and for this reason we have a dedicated service team to assess and verify them for you. Your reviews are then processed and managed accordingly to 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.

### **Reputation Manager**

Get good reviews – on all platforms, in one place! With our Reputation Manager Feature, you can use the full potential of our eTrusted review engine in order to quickly improve your reviews and keep them at an excellent level at all times across different open, SEO-relevant platforms like Google and Trustpilot. You can compare your rating status across your platforms of choice, and direct individual review invitations to the ones you would like to improve. You can do this for all or only some of your online shops and touchpoints, permanently or temporarily, automatically or manually. All of these steps you can now plan, control and manage from the comfort of the eTrusted Control Center.

### **Social Media Creator**

To help you with your review marketing, we offer the Social Media Creator feature in the Marketing section of your eTrusted Control Centre. This allows you to use your best reviews effectively by inserting them into appealing templates, downloading the images in various formats and uploading them to your social media channels. You will find templates for Facebook, Twitter, Instagram or LinkedIn, among others.

### **Smart Review Assistant**

Dealing with customer feedback is important. Our Smart Review Assistant helps you to respond more efficiently to reviews by using AI to create unique responses to your reviews within seconds. All you need to do is approve the suggested response before it is published for customers on profile pages. In addition, a summary of the review is created and displayed in the Control Centre. The Smart Review Assistant can be managed directly from the eTrusted Control Center.

### **Sentiment Analysis**

Gain important insights from your customer reviews. Sentiment analysis identifies the strengths and weaknesses of your shop and helps you to quickly recognize areas that could be optimized in order to ensure consistently high customer satisfaction. Your customer reviews are automatically analyzed using AI according to relevant criteria, such as shipping and customer service, and displayed in the eTrusted Control Center in a structured overview that can be filtered according to various characteristics of the reviews.

### **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 Trustbadge© 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. 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).

Thus, 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.



## Price List

### 1. Membership fee

#### 1.1 Monthly standing charge

The monthly standing charge is calculated according to the following table:

| Annual online revenues (gross) | Standing charge, per month*   |
|--------------------------------|---|
| up to GBP 50,000               | GBP 40  |
| up to GBP 100,000              | GBP 60  |
| up to GBP 200,000              | GBP 80  |
| up to GBP 300,000              | GBP 100   |
| up to GBP 500,000              | GBP 120   |
| up to GBP 750,000              | GBP 140   |
| up to GBP 1,000,000            | GBP 190   |
| up to GBP 1,500,000            | GBP 240   |
| up to GBP 3,000,000            | GBP 300   |
| up to GBP 5,000,000            | GBP 360   |
| more than GBP 5,000,000        | The price scale progresses accordingly. The specific amount will be communicated in each individual case. |

The basic membership fee is calculated on the basis of revenue. The calculation shall be based on the gross turnover of the Member, as defined in the Membership Terms, which the Member has generated in the respective financial year across all its domains registered with Trusted Shops. The membership fee also includes the variable premium for the Trusted Shops Buyer Protection / the Trusted Shops Guarantee (protection period: 30 days).

**1.2 Monthly fee per certificate registered:                    GBP 39**

**1.3 Extension of the protection period:                    individual offer on request**

The Trusted Shops Buyer Protection's / the Trusted Shops Guarantee's protection period can be extended from 30 days to 60, 90 or 120 days at the customer's request subject to a charge.

#### 1.4 Optional extra packages

Each package can be added individually for a specific online presence (a shop), under a specific domain, in a specific language or for a specific target market (with each being able to be terminated with a period of notice of 3 months to the end of the contractual year). The availability of the additional packages depends on the selected main target market.

\* Monthly prices incl. membership fee and Trusted Shops Guarantee premium. Minimum contract duration 1 year . All prices payable in advance, excl. VAT. Subject to alterations.

\*\* The monthly price depends on the shop's annual gross online revenue. The indicated starting price is applicable to shops with a revenue of up to £ 5,000,000.

| <b>Extra package</b>   | <b>Price for each extra package, per month</b> |
|--|--|
| Google Integration   | GBP 30   |
| Product Reviews  | from GBP 80**                                  |
| Reputation Manager   | from GBP 50**                                  |
| Smart Review Assistant<br>(Depending on the number of reviews per contract year) |  |
| 200 reviews  | GBP 20   |
| 500  | GBP 30   |
| 1.000  | GBP 50   |
| 2.000  | GBP 80   |
| 5.000  | GBP 150  |
| 10.000   | GBP 250  |
| 20.000   | GBP 400  |
| 50.000   | GBP 1.000                                      |
| 100.000  | GBP 1.800                                      |
| 200.000  | GBP 3.000                                      |
| Sentiment Analysis<br>(Depending on the number of reviews per contract year)     |  |
| 1.000 reviews  | GBP 70   |
| 5.000  | GBP 165  |
| 20.000   | GBP 340  |
| 200.000  | GBP 680  |

## 2. Further membership costs

**2.1 One-off application fee** GBP 99

**2.2 Processing fee (per claim)** GBP 25

**2.3 Cost of additional audit report in case of** GBP 50  
insufficient implementation of the first audit report

## 3. Additional services to the membership packages

**3.1 Express audit** GBP 200

accelerated audit of all quality criteria in max.  
3 work days (subject to appraisal of creditworthiness)

**3.2 Change of shop ownership** GBP 50

assignment and acceptance of existing contract  
(shop is untouched, e.g. terms and conditions etc.)

**3.3 Change of shop solution** GBP 200

Re-audit due to change of shop solution

**3.4 Re-audit** GBP 200

Re-audit due to significant modifications to the online shop  
with regard to the Trusted Shops quality criteria

\* Monthly prices incl. membership fee and Trusted Shops Guarantee premium. Minimum contract duration 1 year .  
All prices payable in advance, excl. VAT. Subject to alterations.

\*\* The monthly price depends on the shop's annual gross online revenue. The indicated starting price is applicable to shops with a revenue of up to £ 5,000,000.

When applying for a Trusted Shops Membership including the Trusted Shops Trustmark, the future member also applies for a guarantee contract with each Trusted Shops guarantor. The Trusted Shops guarantor is Atradius Credit Insurance, a subsidiary of the Atradius Credito y Caución S.A. de Seguros y Reaseguros, Opladener Straße 14, D-50679 Cologne (Germany) and the excess guarantor is R+V Versicherung AG, Raiffeisenplatz 1, 65189 Wiesbaden (Germany). The guarantee contract will be effective upon Trusted Shops' acceptance of the Member's membership application (the "Effective Date").

# General Terms and Conditions of Trusted Shops Guarantee

## § 1 Objectives of Trusted Shops Guarantee

1. After examination of the online store's solvency, Atradius adopts the commissioned guarantee to protect online trading by means of the Internet. Upon the online customers request, Atradius is committed to render payments in the case of conditions presented in § 2 no. 3.
2. Procurement and execution of the Trusted Shops guarantee shall be assumed by Trusted Shops AG, Cologne (hereinafter Trusted Shops) on behalf and by order of Atradius.

## § 2 Scope of Assumption of Liability

1. The online store requests an appropriate guarantee amount, based on its estimated online turnover per fiscal year. Upon credit assessment, the warranties based on fixed value dates are credited depending on the acknowledged guarantee amount.
2. Atradius shall be entitled to limit or void the guarantee amount in the future in the following circumstances: elevation of risk, information that implies a decline in solvency of the online shop or any other justifiable reasons. Upon completion of this contract, the online shop is assigned to the guarantee amount as termed in Trusted Shops guarantee agreement, until further notice. As soon as online sales reach 70% of the acknowledged guarantee amount, Trusted Shops will attempt to adjust the guarantee amount adequately in collaboration with Atradius. This may be dependent on a new credit assessment of the online store in accordance with § 3.
3. By means of this Trusted Shops guarantee, Atradius ensures refund of the client's advance payments in cases stated in the [guarantee \(TS-GAE\)](#).
4. If the online customer fails to meet a deadline at no fault of their own, Atradius may consider the deadline as adhered to.

## § 3 Requirements for Assumption of Liability

1. To enable Atradius to adequately assess credit before accepting the liability risk, the online shop shall disclose their bank account and authorise a credit report. If this information does not suffice for a concluding assessment or if the requested guarantee amount is insufficient, other documents shall be rendered to Atradius upon request: e.g. annual financial statements of the two previous years and an illustration of the business development since the last accounting date. For the duration of this contract, the customer shall hence submit subsequent annual financial statements to Atradius unprompted.
2. Furthermore, for the duration of this contract the customer shall inform Atradius about all significant changes which could be relevant to its credit evaluation: such as changes in shareholders, investments, withdrawal of lines of credit, etc.
3. For the duration of the Trusted Shop guarantee, Atradius may demand information on current business developments and other relationships that may be important for the assessment of credit at any time.
4. Atradius pledges to keep all information, data and documents obtained from the online store in relation to the Trusted Shops guarantee agreement confidential. It will be used solely for means of credit assessments.

## § 4 Conduct of Coverage Mandates

For adoption, change and conduct of Trusted Shops warranties the following takes effect:

### 1. The online store

- a) is entitled to offer its customers protection of their online commercial activities on their website, as long as the requirements for assumption of liability by Atradius are met;
- b) commits to abide by the terms of use as stated in the general membership conditions in section 10 for the duration of this contract;

### 2. Atradius

- a) shall maintain an account for the online store, which provides information on the utilization of the guarantee coverage of commercial online activities;
- b) debits the warranties from the aforesaid account from the date of issue. It is closed out after completion of the transaction that is covered by the guarantee.

## § 5 Utilisation

### 1. The online store

- a) shall take all measures necessary to avoid a case of damage, according to the diligence of a proper merchant;
- b) shall provide appropriate proof of delivery in the case of demands made on Atradius within 5 business days; shall provide information upon delivery of merchandise, whether the delivered object of purchase was returned within contractually agreed terms;
- c) in the case of a claim, the online store shall provide all documents and information necessary to process the liability of Atradius, especially specific proof of delivery dates, receipts of delivery and reimbursements, as well as detailed evidence on traces of use or other circumstances that may cause depreciation or deductions.

### 2. Atradius

- a) if claims are asserted for liability, Atradius is entitled to make payments; they are not required to verify if the online store is entitled to affirmative defences or objections against the claim;
- b) if claims are asserted for liability, Atradius is entitled to pay the difference between the purchase price and reimbursement, if the customer disputes the online store's authority to claim a depreciation or deductions;
- c) the online customer under coverage, will be informed about possible reservations on part of the online store;
- d) may make payments to those, that are deemed authorized to receive it in due diligence;
- e) will inform the online store immediately in the case of a payment.

## § 6 Agreement on Recourse claims

The online store shall refund Atradius for all payments made for the Trusted Shops guarantee in addition to further claims for compensation including costs. Atradius will bill the online store with detailed listings of these payments every last day of the month. The advance payments by Atradius made between the time of transfer up to its refund by the online store shall be interest-bearing according to §§ 288 par. 2, 247 BGB (German Civil Code). Apart from that, Atradius may demand provision of money by the online store, from the point of utilisation of the guarantee.

The online store shall compensate Atradius for all expenses deriving from prosecution and other costs arising for Atradius based on demands made by online customers using the Trusted Shops guarantee.

Based on handling processes Trusted Shops may settle payments. In such cases, they may be considered payments made by Atradius to the online store. Trusted Shops AG shall be entitled to claim the right of recourse for Atradius.

## § 7 Premium

The amount of the premium conforms to the effective utilization of the guarantee scope (limit) offered by Atradius, according to the following calculation formula: sum of warranties x duration in days x option rate as per guarantee contract.

## § 8 Agents

Provided that the online store is not a contractual partner of the final customer in relation to delivery or service, but mediates the completion of sales or service contracts (agent), the store must ensure that the contractual parties of the sales or service contract (service providers) fulfill the conditions stipulated as mentioned in § 5 for the full contract duration. Atradius may enforce the contract against the online store as stipulated in § 6 mentioned above, if they are liable to make payments to a customer of a service provider within the scope of § 5 par. 2.

## § 9 Termination of Contract

1. The Trusted Shops guarantee contract ends automatically with the saturation of the acknowledged guarantee coverage or termination of the membership contract between the online store and Trusted Shops AG
2. All parties are entitled to terminate the contract for extraordinary causes. Cause for an extraordinary termination without notice by Atradius is especially present if:
  - a) the online store fails to refund payments made by Atradius for guarantee claims of online customers (including associated expenses and interests) within seven days after notification of payment (§ 6); or
  - b) if false information has been given to Atradius in relation to the proper assessment of solvency, unless these statements are not based on intent or gross negligence; or
  - c) based on the judgement of Atradius, the online store faces a significant endangerment or deterioration of assets or the online store is declared insolvent in terms of the Insolvency Statute.

The online store can be held liable for utilized guarantee claims of yet existing Trusted Shops warranties even after termination of contract.

## § 10 Liability of Atradius

Atradius can be held liable by the online store for intent and gross negligence but not for the following: damages caused (full or in part) by war, acts of war, terrorist attacks, civil disturbances, strike, confiscation, obstruction of payments or movement of goods by higher powers, natural disasters or nuclear power.

## § 11 Final Provisions

1. Changes or additions to the Trusted Shops guarantee contract apply only, if stated per addendum or if otherwise confirmed by Atradius in writing. Verbal side agreements are not valid. Declarations of intent and other notifications require the written form.
2. The Trusted Shops guarantee contract shall be subject to German law.
3. Place of fulfillment and jurisdiction is Cologne.
4. The online store may direct complaints to the "Bundesanstalt für Finanzdienstleistungsaufsicht" (German Federal Financial Supervisory Authority) -

Insurance Department - Graurheindorfer Str. 8,  
53117 Bonn.