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

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.

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.

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.

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.

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.