

TRUST MARKS INFORMATION TO CONSUMERS

This information regarding trust marks in Europe has been compiled by the 2013 ECC-Net joint project on trust marks, see the report “ Can I trust the trust mark?”. This document contains basic information on individual trust marks active in Europe at the time of the project. This information is dated October 2013 and is not subject to regular updates.

AT BE CZ DK EE FI FR DE GR HU IE LT MT NO PL PT RO SK ES SE NL UK

AUSTRIA

Österreichisches E-Commerce-Gütezeichen
Link to website: www.guetezeichen.at
Cooling off time: 14 working days (7 working days legal requirement)
Multilingual service? Yes (English)
Added value: ADR-function; extended cooling off time
Control of members? Yes, inspections from trust mark
Blacklist link: https://www.guetezeichen.at/zertifizierte-shops/entzogene-guetezeichen.html
Organization behind the trust mark: Österreichisches E-Commerce-Gütezeichen

M-Commerce Quality
Link to website: http://www.sicher-einkaufen.at/16135.html
Cooling off time: 7 working days
Multilingual service? No
Added value: No
Control of members? Yes
Blacklist link: No
Organization behind the trust mark: HANDELSVERBAND - Verband österreichischer Mittel- und Großbetriebe des Handels

E-Commerce Quality
Link to website: http://www.sicher-einkaufen.at/16135.html
Cooling off time: 7 working days
Multilingual service? No
Added value: No
Control of members? Yes
Blacklist link: No
Organization behind the trust mark: HANDELSVERBAND - Verband österreichischer Mittel- und Großbetriebe des Handels

BELGIUM

BeCommerce
Link to website: www.becommerce.be
Cooling off time: 14 calendar days
Multilingual service? Yes (Dutch, French)
Added value: Independent dispute resolution (internal conciliation service) by the trustmark
Control of members? Yearly inspection of 20% of trustmark carriers (random)
Blacklist link: No
Organization behind the trust mark: BeCommerce

UNIZO
Link to website: www.unizo.be/ecommercelabel
Cooling off time: 14 calendar days
Multilingual service? No
Added value: Independent dispute resolution (internal conciliation service) by the trustmark
Control of members? Sporadic, random inspections
Blacklist link: No
Organization behind the trust mark: Unizo

SafeShops.be
Link to website: http://safeshops.be
Cooling off time: 14 calendar days
Multilingual service? Yes (Dutch, French)
Added value: N/A
Control of members? Yearly recertification
Blacklist link: No
Organization behind the trust mark: SafeShops.be

CZECH REPUBLIC

APEK
Link to website: www.apek.cz
Cooling off time: 14 calendar days
Multilingual service? No
Added value: No
Control of members? N/A
Blacklist link: No
Organization behind the trust mark: APEK- Asociace pro elektronickou komerci (Czech association for Electronic Commerce)

dOP
Link to website: https://podnikatel.dtest.cz
Cooling off time: 14 calendar days
Multilingual service? Yes, (English)
Added value: No
Control of members? Yes
Blacklist link: No
Organization behind the trust mark: dTest

DENMARK

e-mærket (e-maerket)
Link to website: www.emaerket.dk
Cooling off time: 14 calendar days
Multilingual service? No
Added value: Internal ADR
Control of members? Yes
Blacklist link: No
Organization behind the trust mark: e-handelsfonden

ESTONIA

Turvaline ostukoht (Safe shopping place)
Link to website: http://e-kaubanduseliit.ee/
Cooling off time: 14 calendar days
Multilingual service? No
Added value: Yes
Control of members? No
Blacklist link: Link external (Consumer Protection Board)
Organization behind the trust mark: Estonian Association of E-commerce

FINLAND

Luotettavaa toimintaa-laatuimerkki
Link to website: -
Cooling off time: 14 calendar days
Multilingual service? No
Added value: No
Control of members? Casual
Blacklist link: No
Organization behind the trust mark: Verkkoteollisuus ry

FRANCE

Chamber Trust
Link to website: http://www.worldchambers.com/
Cooling off time: N/A
Multilingual service? No
Added value: No
Control of members? N/A
Blacklist link: No
Organization behind the trust mark: World Chambers Network (ICCWBO)

Webcert
Link to website: http://www.boutique-certification.afnor.org/
Cooling off time: 7 calendar days
Multilingual service? N/A
Added value: No
Control of members? Yes, yearly
Blacklist link: No
Organization behind the trust mark: AFNOR Certification

Trusted Shops
Link to website: http://www.trustedshops.fr/
Cooling off time: Legal cooling off, 7 franc days
Multilingual service? Yes (English, Spanish, German, Polish, Portuguese)
Added value: Money back guarantee and amicable settlement of disputes
Control of members? Yes
Blacklist link: No
Organization behind the trust mark: Trusted Shops GmbH

eKomi
Link to website: https://www.ekomi.fr/fr/
Cooling off time: N/A
Multilingual service? Yes (English, Spanish, Dutch, German, Italian)
Added value: N/A
Control of members? N/A
Blacklist link: No
Organization behind the trust mark: eKomi Ltd

Fevad
Link to website: http://www.fevad.com/
Cooling off time: Legal cooling off, 7 franc days
Multilingual service? No
Added value: N/A
Control of members? N/A
Blacklist link: No
Organization behind the trust mark: FEVAD

FIA-NET
Link to website: http://www.fia-net.com/
Cooling off time: N/A
Multilingual service? No
Added value: N/A
Control of members? N/A
Blacklist link: No
Organization behind the trust mark: FIA-NET

GERMANY

Trusted Shops
Link to website: http://www.trustedshops.de/
Cooling off time: 14 calendar days
Multilingual service? Yes (English, French, Spanish, Polish, Portuguese)
Added value: Money back guarantee and amicable settlement of disputes
Control of members? Yes, yearly + random checks
Blacklist link: No
Organization behind the trust mark: Trusted Shops GmbH

EHI-bvh
Link to website: http://www.ehi.org/nc.html
Cooling off time: 14 calendar days
Multilingual service? Yes (English, French)
Added value: No
Control of members? Yes, yearly + random checks
Blacklist link: N/A
Organization behind the trust mark: EHI Retail Institute GmbH + Bundesverband des Deutschen Versandhandels e.V.

TÜV SÜD
Link to website: http://www.safer-shopping.de/pruefsiegel.html
Cooling off time: 14 calendar days
Multilingual service? Yes (English)
Added value: No
Control of members? Yes, yearly + random checks
Blacklist link: N/A
Organization behind the trust mark: TÜV SÜD Management Service GmbH

BoniCert
Link to website: http://www.bonicert.de/
Cooling off time: 14 calendar days
Multilingual service? Yes (English)
Added value: No
Control of members? Yes, yearly + random checks
Blacklist link: N/A
Organization behind the trust mark: BoniCert

GREECE

Epam
Link to website: N/A
Cooling off time: N/A
Multilingual service? N/A
Added value: No
Control of members? N/A
Blacklist link: No
Organization behind the trust mark: The Greek Association of Distance Selling and Direct Marketing

HUNGARY

Veddaneten!
Link to website: http://www.veddaneten.hu/
Cooling off time: 8 working days
Multilingual service? No
Added value: No
Control of members? Yes (random checks, mystery shoppings)
Blacklist link: No
Organization behind the trust mark: Szövetség az Elektronikus Kereskedelemért Közhasznú Egyesület (Association for E-Commerce)

Fairbusiness
Link to website: http://www.fairbusiness.hu/
Cooling off time: 8 working days
Multilingual service? N/A
Added value: internal ODR service
Control of members? No
Blacklist link: No
Organization behind the trust mark: Infomediátor Információs Társadalmi Felhasználóvédelmi Iroda

ÍVSZ
Link to website: www.ivs.hu
Cooling off time: 8 working days
Multilingual service? N/A
Added value: N/A
Control of members? No
Blacklist link: No
Organization behind the trust mark: Informatikai, Távközlési és Elektronikai Vállalkozások Szövetsége

áruküldők
Link to website: www.arukuldok.hu
Cooling off time: 8 working days
Multilingual service? No
Added value: N/A
Control of members? No
Blacklist link: No
Organization behind the trust mark: Magyar Áruküldők Egyesülete

IRELAND

Segala Ltd.
Link to website: http://www.segala.com/
Cooling off time: NA
Multilingual service? No
Added value: No
Control of members? Yes
Blacklist link: No
Organization behind the trust mark: Segala (Privately owned company)

Digi Sign
Link to website: http://www.digi-sign.com/
Cooling off time: N/A
Multilingual service? Yes (English, Spanish)
Added value: No
Control of members? N/A
Blacklist link: N/A
Organization behind the trust mark: Digi-Sign

LITHUANIA

ESHOPS.LT
Link to website: http://www.eshops.lt/
Cooling off time: 7 working days
Multilingual service? No
Added value: N/A
Control of members? Yes
Blacklist link: No
Organization behind the trust mark: UAB "JUSADA GROUP"

SAUGUPIRKTI.LT
Link to website: http://www.saugupirkti.lt/
Cooling off time: 7 working days
Multilingual service? No
Added value: N/A
Control of members? Yes
Blacklist link: No
Organization behind the trust mark: UAB "JUSADA GROUP"

MALTA

Trust you
Link to website: http://www.mccaa.org.mt/en/information-on-trust-you
Cooling off time: N/A
Multilingual service? No
Added value: No
Control of members? No
Blacklist link: No
Organization behind the trust mark: Malta Communications Authority

eshop
Link to website: http://eshop.mca.org.mt/
Cooling off time: 15 working days
Multilingual service? No
Added value: No
Control of members? Yes
Blacklist link: No
Organization behind the trust mark: Malta Communications Authority

NORWAY

Trygg E-handel
Link to website: http://www.tryggehandel.no
Cooling off time: N/A
Multilingual service? Yes (English)
Added value: No
Control of members? Yes
Blacklist link: Yes
Organization behind the trust mark: Distansehandel Norge (Norwegian Distance Sellers Association)

POLAND

Prokonsumencki.pl
Link to website: www.prokonsumencki.pl
Cooling off time: N/A
Multilingual service? No
Added value: No
Control of members? No
Blacklist link: No
Organization behind the trust mark: Netlibre sp. z.o.

Rzetelna firma
Link to website: http://www.rzetelnafirma.pl/
Cooling off time: N/A
Multilingual service? Yes (English, German)
Added value: No
Control of members? Yes, by National Registration of Debts
Blacklist link: Yes, with National Registration of Debt
Organization behind the trust mark: Rzetelna firma sp.z.o.o

Wellmark
Link to website: N/A
Cooling off time: N/A
Multilingual service? No
Added value: N/A
Control of members? N/A
Blacklist link: N/A
Organization behind the trust mark: Wellmark sp.z.o.o

PORTUGAL

Confiança Online
Link to website: http://paco.acepi.pt/
Cooling off time: N/A
Multilingual service? No
Added value: The accreditation program requests that members should provide a consumer complaints management system
Control of members? Yes
Blacklist link: N/A
Organization behind the trust mark: Portuguese E-commerce Association (ACEPI)

Selo de Qualidade AEPCC
Link to website: http://www.aepcc.pt/
Cooling off time: N/A
Multilingual service? No
Added value: No
Control of members? N/A
Blacklist link: N/A
Organization behind the trust mark: Portuguese Group Shopping Companies Association (AEPCC)

ROMANIA

ARMO
Link to website: http://www.armo.ro/
Cooling off time: N/A
Multilingual service? No
Added value: No
Control of members? N/A
Blacklist link: No
Organization behind the trust mark: Online shops Romanian Association - ARMO, a professional association

Trusted.ro
Link to website: http://www.trusted.ro/
Cooling off time: N/A
Multilingual service? No
Added value: No
Control of members? Yes
Blacklist link: No
Organization behind the trust mark: Trusted Internet SRL

SLOVAKIA

Garancia
Link to website: http://sluzby.heureka.sk/
Cooling off time: 7 working days
Multilingual service? No
Added value: This trustmark offers money-back guarantee (max. 200 €)- in the case, that the e-shop fails to perform.
Control of members? No
Blacklist link: No
Organization behind the trust mark: Heureka

Obchod odporúčaný zákazníkmi
Link to website: N/A
Cooling off time: 7 working days
Multilingual service? No
Added value: No
Control of members? No
Blacklist link: No
Organization behind the trust mark: Najnakup.sk

Overené zákazníkmi
Link to website: N/A
Cooling off time: 7 working days
Multilingual service? No
Added value: No
Control of members? No
Blacklist link: No
Organization behind the trust mark: Heureka

SPAIN

Confianza Online
Link to website: https://www.confianzaonline.es/ Online
Cooling off time: 7 working days
Multilingual service? Yes. English, Spanish and Catalan
Added value? Members exceed legal demands regarding data protection and protection of minors
Control of members: Yes, regular controls
Blacklist link: https://www.confianzaonline.es/empresas/uso-indebido/?lang=en
Organization behind the trust mark: Confianza Online

SWEDEN

Certifierad E-handel/The Council for E-commerce certification in Sweden
Link to website: http://www.ehandelscertifiering.se
Cooling off time: 14 calendar days
Multilingual service? No
Added value: Members are required to obey national ADR non-binding recommendations
Control of members? Yes, external provider daily follows a number of criteria
Blacklist link: No internal blacklist, external cooperation with consumer magazine http://www.radron.se/svarta-listan/
Organization behind the trust mark: A non-profit organisation based in Sweden working for a positive development of e-commerce mainly through maintaining a certification and the ruleset that govern this certification.

Trygg e-handel
Link to website: http://www.tryggehandel.se/
Cooling off time: 14 calendar days
Multilingual service? Yes (English)
Added value: Members are required to obey national ADR non-binding recommendations
Control of members? Yes, regular
Blacklist link: No internal blacklist, external cooperation with consumer magazine http://www.radron.se/svarta-listan/
Organization behind the trust mark: Svensk Distanshandel

The Netherlands

KeurOnline
Link to website: http://keuronline.nl/
Cooling off time: 14 calendar days (7 days legal requirement)
Multilingual service? Yes, Dutch & English
Crossborder service? N/A
Complaint-link: https://keuronline.nl/aanmelden.html
Added value: Guarantee fund in case member goes bankrupt, demands on members regarding complaint procedure and information about ADR-possibilities, extended cooling off time
Control of members? Yes, regular controls
Blacklist link: http://keuronline.nl/leden_geen_leden.html
Organization behind the trust mark: Vennootschap: KeurOnline V.O.F

mkbOK Keurmerk
Link to website: http://www.mkbok.nl/
Cooling off time: 7 calendar days
Multilingual service? N/A
Added value: Demands on members regarding complaint handling procedure
Control of members? Yes, random checks and 3-year check for "new approval of membership"
Blacklist link: No
Organization behind the trust mark: Stichting MKB en internet

Webshop Keurmerk
Link to website: http://www.keurmerk.info/
Cooling off time: 14 calendar days (7 days legal requirement)
Multilingual service? N/A
Added value: Demands on members regarding complaint handling-time, information about ADR-possibilities & "Money back"-service, extended cooling off time
Control of members? Yes, regular controls
Blacklist link: https://www.keurmerk.info/Leden_Partners/Waarschuwingen
Organization behind the trust mark: Stichting Webshop Keurmerk

Qshops Keurmerk
Link to website: https://www.qshops.org/
Cooling off time: 7 calendar days
Multilingual service? N/A
Added value: Demands on members regarding complaint handling and company information. Trust mark has code of conduct for members
Control of members? Yes, regular controls
Blacklist link: https://www.qshops.org/misbruik-en-royling
Organization behind the trust mark: Stichting Qshops Keurmerk

Thuiswinkel Waarborg
Link to website: http://www.thuiswinkel.org
Cooling off time: 14 calendar days (7 days legal requirement)
Multilingual service? N/A
Added value: Internal ADR, financial check of members, extended cooling off time
Control of members? Yes, regular controls
Blacklist link: http://www.thuiswinkel.org/mededelingen
Organization behind the trust mark: Thuiswinkel.org

United Kingdom

Buy with Confidence
Link to website: http://www.buywithconfidence.gov.uk
Cooling off time: N/A
Multilingual service? N/A
Crossborder service? No
Complaint-link: http://www.buywithconfidence.gov.uk/ContactUs/BWCPages/ContactUs.aspx
Added value: N/A
Control of members? Yes, external controls and followup on complaint
Blacklist link: No
Organization behind the trust mark: Trading Standards South East Limited-Surrey County Council

Trustmark.org.uk
Link to website: http://www.trustmark.org.uk/
Cooling off time: N/A
Multilingual service? N/A
Crossborder service? N/A
Complaint-link: http://www.trustmark.org.uk/contact-us/
Added value: Warranty protection similar to an insurance, internal ADR service
Control of members? Self inspections of members
Blacklist link: No
Organization behind the trust mark: UK Government

Consumer Codes Approval Scheme
Link to website: http://www.tradingstandards.gov.uk
Cooling off time: N/A
Multilingual service? No
Crossborder service? Yes
Complaint-link: N/A
Added value: Members offer deposit and prepayment protection, members offer insurance backed guarantees of bonding arrangements.
Control of members? Yes, controls via code sponsors
Blacklist link: No
Organization behind the trust mark: Trading Standards Institute (TSI)



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