

Package overview

	START £ 59,-* per month	PRO £ 79,-* per month	PREMIUM £ 99,-* per month
Certification & seal of approval			
Checking of all quality criteria	✓	✓	✓
Individual and detailed report	✓	✓	✓
Use of the seal of approval following acceptance	✓	✓	✓
Verifiable certificate as a link in your shop	✓	✓	✓
Verification of creditworthiness by our insurance partner	✓	✓	✓
E-mail support during certification	✓	✓	✓
Premium support provided by our certification department	–	✓	✓
Your personal contact person (e-mail and telephone)	–	–	✓
Guarantee & service			
Money-back guarantee, free-of-charge for your customers	✓	✓	✓
Contact to our customer service centre by e-mail, web, telephone	✓	✓	✓
Price advantages from a number of partners	✓	✓	✓
Dispute settlement by our experts	✓	✓	✓
Marketing and PR services			
Your shop listed on Trusted Shops Directory	–	✓	✓
Number of freely selectable product categories	–	1	3
Showcasing of your shop on the Trusted Shops homepage	–	–	✓
Advertising templates to market your accreditation	–	✓	✓
Preferential naming of your shop in a reference list	–	✓	✓
Top shop in a product category for 3 months	–	–	✓
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* Incl. membership fee and insurance premium; one-off application fee of £ 49; all payments payable in advance for 1 year; minimum contract duration 1 year (automatically renewed until notice of termination given). The General Terms and Conditions of Membership and the Quality Criteria apply.

Package-specific services in detail



In addition to our basic services – the Seal of approval and our Guarantee & Service – Trusted Shops offers you professional marketing support for your shop, with comprehensive marketing services, PR support and much more.

Certification & seal of approval

- **Checking of all quality criteria**

Your shop will be audited to check its compliance with the Trusted Shops quality criteria, which are based on current recommendations by consumer protection associations and on statutory regulations. This catalogue of specifications is continuously improved and amended to incorporate the latest developments in jurisprudence and consumer protection. The Trusted Shops quality criteria are based on national and European guidelines relevant to online shopping.

- **Individual and detailed report**

As part of the accreditation process, Trusted Shops compiles an individual audit report with over 100 criteria, based on the Trusted Shops quality criteria. The audit report advises to what extent, from the point of view of Trusted Shops, your online presence complies with the Trusted Shops quality criteria and where there is room for improvement. Each point is clearly explained and advice is given so that you can correct errors yourself and increase confidence in your shop. For you that means: real practical help from experts and understandable advice to enable you to develop an Internet presence in which people have confidence.

- **Use of the Seal of approval following acceptance**

The Trusted Shops Seal of approval enables you to present yourself as a secure and audited online shop and to persuade even sceptical online shoppers, who can then enjoy an all-round secure package provided by a combination of the Seal of approval and Guarantee & Service.

- **Verifiable certificate as a link in your shop**

If a visitor to your online shop clicks on the Trusted Shops Quality Seal, confirmation will be sent that the certificate is genuine as well as further information about the services provided by Trusted Shops via a secure online link (SSL). Thus your visitor is convinced prior to purchase that your online shop is reliable and secure.

- **Verification of creditworthiness by our insurance partner**

Once your creditworthiness has been verified, the Trusted Shops insurance partner guarantees your financial soundness and issues the money-back guarantee which is free of charge for your customers.

- **E-mail support during certification**
During accreditation, you can use our free-of-charge e-mail support service to submit questions to our accreditation team.
- **Premium support provided by our certification department**
In addition to the standard level of e-mail support provided during accreditation, our accreditation team can also be contacted directly by telephone to answer all your questions and to enable you to display the Trusted Shops Seal of approval as quickly as possible.
- **Your personal contact person (e-mail and telephone)**
You will be allocated an experienced personal contact person with a direct extension who will assist you in all issues related to complying with the Trusted Shops quality criteria.

Guarantee & service

- **Money-back guarantee, free-of-charge for your customers**
The free-of-charge money-back guarantee for your customers is triggered in the event of non-delivery, non-refund after return and credit card fraud. This allows you to offer your customers unrivalled service. Atradius, one of the largest insurers with business operations in over 30 countries, bears the risk.
- **Contact to our customer service centre by e-mail, web, telephone**
Consumers can contact our experienced, multilingual service centre by e-mail, online or telephone if they experience problems when ordering online and thus obtain support, e.g. in reversing transactions. In this way you can extend and optimise your service using an unbiased and cooperative resource.
- **Price advantages from a number of partners**
Trusted Shops cooperates with a large number of proven service providers for online shops. We have bundled demand from all Trusted Shops members and negotiated attractive deals for you. Thus you can enjoy attractive special terms for payment systems, risk management, marketing, software and much more.
- **Dispute settlement by our experts**
Where disputes between consumers and online shops arise, Trusted Shops acts as a go-between. Our successful dispute settlement procedure is supported by the European Commission thanks to its practicality and cost efficiency. Going to court has not been necessary in any of the disputes dealt with by Trusted Shops because our mediation has always resulted in an amicable solution for all parties.

Marketing and PR services

- **Your shop listed on Trusted Shops Directory**
Your shop is listed as a member at trustedshops.com and showcased there with a logo and profile.
- **Number of freely selectable product categories**
Depending on the service package, you can freely select the ideal product categories for your shop. In this way you will reach more potential customers for your products since you are easier to find.
- **Showcasing of your shop on the Trusted Shops homepage**
Your shop appears with a logo, profile and link on Trusted Shops much-visited homepage. Most online shoppers go straight to your shop from this site.
- **Advertising templates to market your accreditation**
Trusted Shops can provide you with a comprehensive range of marketing materials. This includes printable graphics, readymade advertising texts in text or HTML format and statements. Dell, Aral, D&W and many other shops advertise in their brochures and advertisements with the security and additional level of service provided by Trusted Shops – for more consumer confidence and thus more sales.
- **Preferential naming of your shop in a reference list**
Your shop is preferentially featured as a reference shop in press releases or presentations. We give you as a reference (with contact person) when there are press enquiries on a relevant subject.
- **Top shop in a product category for 3 months**
Your shop is listed with logo, profile and link as a top shop in a product category. This prominent positioning means more visits and improved recognition.