

PRESS

European Trust Mark for online shopping launched today

Commissioner Jourova welcomes initiative to provide confidence to European consumer

Embargo, 1 July 2015

EMOTA, the European eCommerce Association, is pleased to announce the launch of its European Trust Mark – see www.europeantrustmark.eu. From today, the European Trust Mark will appear on those web shops that comply with the best trading practices laid down by the European Trust Mark.

The basis of the European Trust Mark is a list of 10 key principles to ensure a high standard of trading and consumer protection – see annex. These principles include issues like consumer information, commitments to delivery or handling of consumer complaints.

The European Trust Mark is always linked to a participating national trust mark scheme. The national trust mark scheme can only join and use the European Trust Mark if it complies with the latter's 10 principles. You will find a sample of the use of the European Trust Mark in the annex.

European Commissioner for Justice and Consumer affairs Věra Jourová: *"..Today's launch will help build consumers' trust in the digital world. Currently, only 15% of European consumers buy online from other Member States."..."Well done to EMOTA for this [E : launch of European Trust Mark] achievement. This is a solid step on a journey towards gaining consumer trust."*

EMOTA Chairman Jörgen Bödmar: *"We are extremely pleased to launch European Trust Mark. The concept is unique and builds on the existing strengths of the various national trust marks that have gained their reputation in the market. The consumer will get familiar with the European Trust Mark when visiting his or her usual web shop. When going to a web shop based in another EU Member State, he/she will recognise the European Trust Mark and will have the confidence in doing shopping on that web shop. As a founder of web shop in a smaller EU Member State, Sweden has 10 million consumers compared to the 500 million in the entire EU, I see strong growth potential for my company and the use of the European Trust Mark is going to be an important part of my strategy in addressing the consumers abroad."*

EMOTA Secretary General Mr Maurits Bruggink: *"Today, there are over 5'000 web shops associated with the national Trustmark Providers being part of the EMOTA Trustmark Network and we aim to have 7'000 by the end of the year. With this European Trust Mark, we contribute to the creation of a Single Market for e-commerce while ensuring that trading practices are at a high level. We have many challenges to face, like the language barriers, the high costs of cross-border parcel delivery, the variety of payments systems and regulations, the high requirements on data protection and the numerous consumer protection provisions, just to name a few."*

About EMOTA: The European Multi-Channel and Online Trade Association, EMOTA, is the voice of online and distance sellers in the EU. EMOTA represents online and distance sellers from 12 markets, including Germany, France, Spain and Italy.

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ANNEX

Criteria

The EMOTA **European Trustmark Accreditation Criteria** ("the Accreditation Criteria") adopted by the EMOTA members and approved by the Board of Directors of EMOTA establish the following:

A. Code of conduct with high level of consumer protection:

- *Transparent information about the trader*
- *Clear, complete and accurate product description*
- *Transparent pricing, inclusive of all charges and taxes*
- *Accurate information to the customer on product availability and delivery times*
- *Delivery according to the specifications and timing indicated to the customer*
- *Clear returns process and prompt reimbursement*
- *Accessible customer service and timely complaint management*
- *Protection of personal data according to EU and national legislation*
- *Appropriate protection of minors*
- *Secure payment methods*

B. Comprehensive accreditation process:

- *Online, fully documented, interactive and accessible procedure which enables and ensures merchants' compliance with the Trustmark requirements*
- *Online and interactive support and advice to facilitate any necessary improvements to be made by the merchant before the Trustmark can be awarded*
- *Auditable record of accreditation and Trust Mark performance including the retention of approved Terms & Conditions*

C. Continuous monitoring of traders' compliance:

- *Minimum annual review of compliance*
- *Additional checks may be performed at any time on an exception basis*

D. ADR schemes:

- *Traders should provide information about ADR/ODR services to resolve consumer complaints*

E. Enforcement and sanctions:

- *The Trust Mark organization will address any relevant issues with the trader, who will need to correct them promptly*
- *The Trust Mark can be withdrawn if the trader does not comply with the code of conduct or in the case of insolvency*

Sample

