

Trustmark scheme in Europe









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Austria, France, Germany, Italy, Malta, Poland and Spain participated in the Euro-Label system. Euro-Label is a partner of European Consumer Centre Network.

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There is no Trustmark scheme in Bulgaria, Cyprus, Estonia, Finland, Iceland, Latvia, Lithuania, Romania, Sweden, Slovakia and Slovenia.

| Country | Trustmark logo | Name of trustmark | URL | Name of Trustmark Operating organization | Type of organization | Approved businesses/ or websites | Possess its own code of conduct | Name of trustmark | Name of Trustmark Operating organization | Annual fees (EURO) | Reexamination | Sanctions for non-compliance | Alternative Dispute Resolution | Handling cross-border cases or collaboration with other Trustmark organizations. | Cooperation with European Consumer Centres (ECC) or law enforcement organizations |
|----------------|---|--------------------------------|--|---|--|---|--|--------------------------------|---|--|---------------------------|--|--|--|--|
| Austria |  | Guetzeichen | www.guetzeichen.at/index_e.html | Austrian Institute for Applied Telecommunications (OAT) | Developed in the framework of the Internet Ombudsman | 240 websites | In accordance with The European Code of Conduct within the Euro-Label system. | Guetzeichen | Austrian Institute for Applied Telecommunications (OAT) | 800 Euros in the first year for SMEs (larger companies pay according to work hours for the examination), 400 Euros the following years for all companies | annual | Non-compliance will cause the withdrawal of the trustmark | Yes. ADR is done by www.ombudsman.at | ADR is handled by Guetzeichen or by Euro-Label partners in the respective country. Guetzeichen is interested in learning about trans-national and global trustmark schemes. | Consumer organizations participated in the drawing of the code of conduct and startup financing. |
| Belgium |  | BeCommerce Label | www.be-commerce.be | BeCommerce | Started operation by the Belgian Association of Direct Marketing (ABMD) in 2006 | 450 companies | Code of the BeCommerce label, Belgian legislation & the code of ethics of the ABMD | BeCommerce Label | BeCommerce | 500 | | fine and withdrawal of the certificate | Handles consumer complaints online. | As trustworthy shop, EHI bvh Label, Germany and Thuiswinkel Waarborg, the Netherlands are posted as reliable marks. | |
| Czech Republic | | Certified shops | www.apoh.cz/eng/zhinfo | Association for Electronic Commerce Czech Republic | Founded in 1998 as a non-governmental organization. | 35 | | Certified shops | Association for Electronic Commerce Czech Republic | | annual | | No ADR providers in the country. However, the government has started to create ADR organization with ECC and other national organizations. | | |
| | | SOAP | www.consumers.cz/ | Consumers Defense Association of the Czech Republic (SOS) | SOS is an independent, non-governmental and non-profit consumer organization, established in 2006. A member of the European Consumer's Organization (euc), Trans Atlantic Consumer Dialogue (TACD) and European Consumer Consultative Group. | 25-50 | Code of conduct | SOAP | Consumers Defense Association of the Czech Republic (SOS) | 35 | | | None. Provides basic information and consumers can contact the Czech trade inspection. | | ECC, the Ministry of Informatics, Ministry of Industry and Trade, Direct Marketing Association for Information Society |
| Denmark | | e-market | www.e-market.dk/ve1522.asp | e-handelsfonden | Administered by the eCommerce Foundation, a non-profit trust established by the Ministry of Science, Technology and Innovation, The Consumer Council, The Chamber of Commerce, etc. | 371 shops and 158 under review (as of 2006) | Yes | e-market | e-handelsfonden | Application fee: 280-1,000 Annual fee: 450-1,750 | annual, and random checks | withdrawal of the certification | Danish Consumer complaints Board | | |
| France |  | Labelsite | www.labelsite.org | Labelsite | Created and developed by Federation of the companies Commercial and Distribution and the FEVAD (Federation of the Companies of remote Sale). | 30 | European code of Conduct (Euro-Label) | Labelsite | Labelsite | | | | | part of Euro-Label | |
| |  | Fia-net | www.fia-net.com/annuaire/index.php | Fia-net | | | | Fia-net | Fia-net | | | | | | |
| Germany |  | Trusted Shops | www.trustedshops.de | Trusted Shops | Founded in 1999. A limited liability company supported by European Commission and initiative D21 (a public-private partnership). Operating with tie-up with an insurance company. | More than 2000 | Quality Criteria with money-back guarantee for consumers. | Trusted Shops | Trusted Shops | 59-99 | annual, and random checks | Results in a suspension and in the end even a revocation of the Trustmark. | In-house customer service center. Cases which are not related to the Trusted Shops quality criteria are forwarded to our co-operation partner www.ombudsman.de . | Handles cross-border cases in the same manner as domestic cases. A member of initiative D21, which includes a sector "Recommended Online Trustmark" – the first and only German Trustmark alliance. In 2000, attended at the "Dialogue with Trustmarks and ADRs Organization", held by the GBDe. | the German Organisation against Unfair Competition, the German Association of Chambers of Commerce and Industry (DIHK) and several national consumer organizations. Has participated in a project by the European Commission called "COSEAG" ("Consumer Protection Seal: Assurance and Money-back-guarantee"). |
| |  | Internet Privacy Standards | www.datenschutz-nord.de | datenschutz nord GmbH | | | | Internet Privacy Standards | datenschutz nord GmbH | | | | | | |
| |  | Safer Shopping | www.safer-shopping.de | TUV | Public and business organization | 80 | Requirements | Safer Shopping | TUV | 3,000-30,000 | annual checks | | Accepts complaints. | | |
| |  | EHI Euro-Label & EHI bvh Label | www.versandhandel.de/index.php?id=18 | Der Bundesverband des Deutschen Versandhandels e.V. | Operating since 1999 supported by EHI (a research and consulting institute for the retail industry). Recommended of initiative D21. | 213 | European code of Conduct (Euro-Label) | EHI Euro-Label & EHI bvh Label | Der Bundesverband des Deutschen Versandhandels e.V. | 6250 per month, 750 per year | | | withdrawal | Uses a complaint form of Euro-Label | part of Euro-Label |

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| Greece | | Egam | No web site | | | | | Egam | | | | | | | |
| Hungary |  | eG recommendation | english.ivsz.hu/english.aspx?page=ivsz_en | Hungarian Association of IT Companies (IVSZ) | Association of IT industries | 24 | | eG recommendation | Hungarian Association of IT Companies (IVSZ) | | | | | | Besides ASQ, ECO and eCSB, EOA has partnerships with British Quality foundation etc. and has collaborated with ECC representatives. |
| Ireland |  | EOA W-Mark | www.eioa.com | Excellence Ireland Quality Association | A private quality association. W-Mark has started in 2004. | approx. 50 businesses in Ireland and 9 in UK, USA & Australia | Developed in association with best practice standards and eCommerce Standards Board and endorsed by American Society for Quality & European Organization for Quality. | EOA W-Mark | Excellence Ireland Quality Association | 3000 | every 6 months | withdrawal | Independent approvals board made up of industry experts from around the globe. The board has the final say. | Handles cross-border cases. Looking for partners in different countries. Interested in participating in Trustmark alliance. | |
| |  | Segala Trustmark | www.segala.com | Segala | A private organization founded in 2002 and launched TM scheme in 2005. | about 30 | Segala-Certified | Segala Trustmark | Segala | vary | annual renewal | withdrawal | | TM program is open to foreign businesses. | |
| Italy |  | Euro-Label Italy | www.euro-label.org/index_ena_en | Confcommercio, the General Confederation of Trade, Tourism, Services and SMEs | | 4 | European code of Conduct (Euro-Label) | Euro-Label Italy | Confcommercio, the General Confederation of Trade, Tourism, Services and SMEs | | annual | withdrawal | | part of Euro-Label | |
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| Luxembourg |  | e-commerce certified | www.ecertificatib.lu | Luxembourg e-commerce certified | Operated by The Chamber of Commerce, the Guild chamber and CRP Henri Tudor with financial support of the Ministry for the Economy and the Foreign Trade. Certifies 3 marks. (privacy, e-commerce and e-commerce partner) since 2002. | 10 | Yes. | e-commerce certified | Luxembourg e-commerce certified | About 1.000 | annual | withdrawal | No | | |
| Republic of Malta |  | Euro-Label Malta | www.euro-label.gov.mt | Ministry for investment, industry and information Technology | Operated by Ministry for investment, industry and information Technology and the chamber of commerce. | 8 | Yes. | Euro-Label Malta | Ministry for investment, industry and information Technology | the first year : 46.59. From the following year : 23.29 | annual | withdrawal | internal mediation system | part of Euro-Label | A member of Emota, the European Mail Order and distance selling Trade Association: www.emota.eu |
| The Netherlands |  | Thuiswinkel Waarborg | www.thuiswinkelwaarborg.nl | Dutch Home-Shopping Organization | Public and consumer organization | App. 500 | EU legislation, National legislation and our own Code of conduct. | Thuiswinkel Waarborg | | Depends on the annual turnover: Assessment fee: 150-29.000, Trustmark fee : 450 | At present businesses are reviewed only at the time of application. From Jan 1st 2008 | withdrawal | The complaint committee is outsourced to an organization which does so for about 40 branch associations. | Foreign consumers have access to the Dutch complaint committee. | |
| | | Nesfo | www.nesfo.no | | | | | Nesfo | | - | | withdrawal | | | |
| Norway |  | Etrust | www.dnv.com/certification/management-systems/ebusiness/ebusiness.html | Det Norske Veritas (DNV) | The year of launch is 2002, operated by DNV. | 74 | ETrust version 20 Standard | Etrust | Det Norske Veritas (DNV) | not posted | annually, Recertification process after 3 years | withdrawal | | | |
| Poland |  | E-Commerce ILM Orbytka | www.euro-label.com/euro-label_ControllerServlet?sessid=D2A5 | | | 4 | Yes. | E-Commerce ILM Orbytka | | 80-150 | annual | fine & withdrawal | Uses a complaint form of Euro-Label | | |
| | | Trusted Store | www.sklep24.pl | | | | | Trusted Store | | | | | | | |
| Portugal |  | PACE | www.comercioelectronic.pt | Portuguese e-Commerce in Association (ACEP) | Founded in 2001, is an independent, non-profit association. Its Trustmark program was officially launched in May 2003. Main funding sources are the Associates, sponsors and the Trustmark scheme. | 8 (Currently, 2 other ongoing procedures to be completed) | Co conformity Manual | PACE | Portuguese e-Commerce in Association (ACEP) | Application fee : 150. Annual fee : 500. Auditing fee (first time) : 1000-3000. A recurrent fee of 30% of the initial fee is applied for an additional auditing every two years. | every 2 years | withdrawal | The Trustmark Entity (ACEP or its legal representative) takes note and follows the situation. | Currently only toward locally registered businesses. Under consideration for future revisions of the program. No company or consumer has expressed any relevance on a Trustmark alliance, it has not pursued any contact in the past. | Under consideration for future revisions of the programme. |

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| Spain |  | Confianza Online | www.confianzaonline.org/ivc/les/index.php | Confianza Online | Created by advertising self-regulatory organization in 2002. Launched Trustmark scheme in 2005. | 280 sites with 165 members | Ethical Code on E-commerce B2C and interactive Advertising | Confianza Online | Confianza Online | 550-5.500 | | | CtoC: Complaints Committee, BloC: National Consumer Arbitration Council preceded by ACEM's mediation. | | | |
| |  | AENOR | www.aenor-e.com | | | | | AENOR | Spanish Association for Standardization and Certification (AENOR) | | | | | | | |
| Spain |  | AGACE | www.agace.com | Agency for the Guaranteeing of E-Commerce | A part of the Association for the Promotion of New Information Technologies and Electronic Commerce (APTICE) | | APTICE code of practice | AGACE | Agency for the Guaranteeing of E-Commerce | Varies depending on the size of the audited organization and complexity of its organization | every 6 months | withdrawal | Consumer complaints are handled by the Arbitration Panels. Conflicts between companies will be referred to the Chamber of Commerce Arbitration Tribunals. | | | |
| |  | IQUA | www.iqua.net | Internet Quality Agency | Founded in 2002 | over 140 | The IQUA Code of Ethics & quality standard | IQUA | Internet Quality Agency | 1 year: 174, 2 years: 296, 3 years: 392 (including VAT) | | | Introduces ODR called e-ODU (Defence of the User's Office). Also accepts complaints via telephone. | | | |
| |  | EWEB | www.avudacoconsumidores.info | Oficina de Información al Consumidor | | | | EWEB | Oficina de Información al Consumidor | | | | | | | |
| |  | Euro-Label Spain | http://www.euro-label.com/euro-label_ControllerServlet?sessid=58138492040110202828591F3C552E84371e&to=welcome&lang=es | Confederación Española de Comercio (CEC) | Confederación Española de Comercio was established in 1983 integrated by 47 provincial federations of commerce, 14 autonomous federations and 10 nation-wide sectoral organizations | 1 | | European code of conduct (Euro-Label) | Euro-Label Spain | Confederación española de comercio (CEC) | | | | | | |
| The United Kingdom | | TrustUK | http://www.trustuk.org.uk/ | | Stopped its operation | | | TrustUK | | | | | | | | |
| |  | WebTraderUK | www.webtraderuk.org.uk | | | approx. 200 | WebTraderUK Code of Practice | WebTraderUK | WebtraderUK | € 375 +VAT | annual and random checks | withdrawal | Collaborates with The Chartered Institute of Arbitrators | | the Office of Fair Trading (OFT) | |
| | | TrustMark | www.trustmark.org.uk | | Initially received financial support from the government and now is paying for itself by charging approved scheme operators. Issuing marks to housing-related companies. | | | Core Approval Criteria | TrustMark | TrustMark | € 2000 | annual | | If a complaint has not been dealt with properly, the Board will take action against the approved scheme operator, but it will not become involved in the substance of any disputes. It recommends consumers access Consumer Direct and other relevant organizations. | | |
| |  | SafeBuy | www.safebuy.org.uk | | Started Oct 2003. Privately owned research company, not a trade organization. | 1,200 businesses with 1,300 websites. | | Code of Practice stage one approved by UK government through the Office of Fair Trading (OFT). Stage two is performance monitoring of SafeBuy by the OFT which is happening now. | SafeBuy | SafeBuy | € 95 + VAT (€ 111.63 total) a year. No additional fees. | All given brief review on application, 25% reviewed in depth annually. A different 20% 'mystery stopped' annually. | No non-compliance leads to two levels of warning then expulsion with information on expulsion being reported to the OFT. | ADR provided, if SafeBuy mediation fails, by the Chartered Institute of Arbitrators. | The same as in-country cases. SafeBuy is very interested in joining a Trustmark Alliance worldwide. But it only regards Trustmark schemes as valid if they have a Code of Practice approved by an independent body (preferably the national government), have a completely independent ADR scheme available to consumers and have public support from their national government. | Not with ECC but with law enforcement in UK through OFT/Trading Standards. |