











Trustmark schemes in the U.S. and other regions

Country	Trustmark logo	Name of trustmark	URL	Name of Trustmark Operating organization	Type of organization	Approved businesses / websites	Possess its own code of conduct	Name of trustmark	Name of trustmark Operating organization	Annual fees	Reexamination	Sanctions for non-compliance	Alternative Dispute Resolution	Handling cross-border cases or collaboration with other trustmark organizations.	Cooperation with law enforcement organizations
USA		Reliability Seal Program	http://www.bbb.org	BBB Online	Established in 1912. No longer accepting new applications for its Privacy seal program. Prior to October 1, 2017, new BBB Accredited Businesses referred to themselves as BBB members. There are 128 BBB offices in the U.S., Canada and Puerto Rico. A private company. Purchases can be guaranteed up to \$25,000 by a bond from buySAFE and its surety partners, Liberty Mutual, Travelers, and ACE USA. BuySAFE and TRUSTe formed strategic partnership.	39409 websites	Standards for Ethical Online Business Practices	Reliability Seal Program	BBB Online	Fees vary based on the size of the company.	Every accredited business is monitored for continuing adherence to its standards.	Withdrawal	Accepts complaints whether or not the business is its Accredited Business.	Tested ODR platform with TrustLUX in 2008. Signed MOU with EC Network. Was the member of GTA.	Federal Trade Commission (FTC)
		buySAFE Seal	www.buysafe.com	BuySafe Inc.		over 3000 businesses	buySAFE privacy & security policy, buySAFE terms & conditions, Liberty Mutual privacy policy, surety terms & conditions and Liberty Mutual indemnity agreement	buySAFE Seal	BuySafe Inc.	Free of charge	Monitors every transaction		Problem Transaction Resolution services.	only in the U.S.	
		TRUSTe	www.truste.org	TRUSTe	An independent, nonprofit organization provides privacy seal programs. Founded by Electronic Frontier Foundation (EFF), Commerce.net in 1997. BuySAFE and TRUSTe formed strategic partnership.	2940	License agreement, Truste Master License Services Agreement	TRUSTe	TRUSTe	Price differs based on business's revenue. (\$649+ additional URL's \$250=)	Monitors throughout the year	Removal of the Trustmarks and potentially referral of the business to law enforcement.	Watchdog Dispute Resolution	A member of Asia-Pacific Trustmark Alliance.	Has a very close relationship with the Federal Trade Commission (FTC), refers all applicable information to the FTC for its enforcement proceedings and is also a recognized dispute resolution provider for the EU Safe Harbor Program under the FTC and Department of Commerce in providing legislation of governments and international organizations including the European Commission and the UN Commission on International Trade Law.
		VeriSign	www.verisign.com	VeriSign Inc.	Established in 1995. A private security solution provider. Handling as many as 31-billion Web and email look-ups every day.	750000		VeriSign	VeriSign Inc.	Differs depending on products. True 128-Bit SSL Certificates is \$995				subsidies and affiliates in over 20 countries	
		SquareTrade	www.squaretrade.com/pages/	SquareTrade Inc.	An independent warranty provider established in 1999. Through partnerships with an insurer, it provides warranty and ODR service.	3 million	Service Agreement	SquareTrade	SquareTrade Inc.	\$9.50/per month			Provides ODR service arising from eBay transactions with charge.		
		Web Assured	www.webassured.com/aboutus.cfm	Web Assured.com	Established in 1995. Besides its TM scheme, there is a patent-pending system called ShopAssured Plug-in which buyers can evaluate online sellers. Sellers who do not conduct good business practices will be listed on "Watchlist". Its members who have been in good standing for at least one year are automatically granted coverage for up to \$200 per transaction.	8000 members	Universal Standard of Ethics and Webassured Membership Agreement	Web Assured	Web Assured.com	1-year membership : \$180-\$500. 3-year membership : \$140-\$700 (per year). Prices are different depending on "merchants" revenue.			Provides Automated Dispute Resolution System (ADRaaS) and accepts complaints against non members with no charge.		
Canada		Guardian eCommerce Privacy Seal	www.guardianecommerce.net/	Guardian eCommerce Privacy Seal Program	Formed in 2000. The web's only search engine that connects the world's tested safest shopping web sites to over six million online shoppers each month.	Over 4500		Security Verification Seal	The Safety Search Inc.	Individual Listings - \$299. Unlimited Listing Package - \$999.					
		Guardian eCommerce Privacy Seal	www.guardianecommerce.net/	Guardian eCommerce Privacy Seal Program	An independent organization. Administering through: Web site monitoring, evaluation and seal certification of Web site, and online consumer protection.		Code of ethics and site requirements.	Guardian eCommerce Privacy Seal	Guardian eCommerce Privacy Seal Program	One Year Privacy Seal is \$19.99 USD. Yearly renewal fee is \$25.00 USD.			Accepts complaints online and notify the appropriate law enforcement or regulatory agency, for the purpose of further investigation and action against perpetrators of Internet crime.		
Australia		paymate trustmark	www.paymate.com.au/	Paymate Pty Ltd	A private-law company established in 2000. Paymate provides a secure, accurate and reliable internet payment service. Headed in 2000.		TrustMark Terms & Conditions	paymate trustmark	Paymate Pty Ltd	Differs from account types. AU\$30-33 per month			Accepts complaints online. If consumers fail to settle, they can file complaints to ombudsman.		
South Africa		thawte	www.thawte.com/home.html	thawte	Launched in 1995. A private organization owned and operated by VeriSign, Inc.		Yes.	thawte	thawte	Differs depending on products. \$149-\$ 899.					

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Taiwan		SOSA	www.sosa.org.tw/index.asp/	Secure Shopping Online Association (SOSA)	Founded in 1999, a self-regulating non-profit organization. Working closely with its government	150	Code of Best Practice	SOSA	Secure Shopping Online Association (SOSA)	Assessment fee : T\$1000 annual License fee : T\$3000-10000	Annual	A punishment will be made by SOSA	SOSA-ODR	A member of Asia-Pacific Trustmark Alliance.	
South Korea		e-Trust Mark	www.kec.or.kr/english/index.asp	KEC	Founded in 1999. Provides government-accredited marks	63	eTrust Certification Program	e-Trust Mark	KEC	US\$1000 for large companies and US\$300 for SMEs.	Annual	Withdrawal	Handled by E-Commerce Mediation Center since 2000.	A member of Asia-Pacific Trustmark Alliance.	
Singapore		TrustSg	www.trustsg.com.sg/v3/index.html	National Trust Council (NTC), InfoComm Development Authority of Singapore (IDA).	Has operated by National Trust Council since 2001 and worked together with CASE and ConsumerNet Singapore (CNSG).	1050	TrustSg Core Principles developed by National Trust Council.	TrustSg	National Trust Council (NTC), InfoComm Development Authority of Singapore (IDA).	Application fees: B1: \$50-100 B2: \$100-300, a annual license = \$3400-800 B2C: \$300-1600, a annual license = \$2600-2000	Annual	Withdrawal of the certification	Consumer Net Singapore and CASE provide ADR service to TM holders.	A member of Asia-Pacific Trustmark Alliance.	
		CaseTrust	www.case.org.sg/index.htm	Consumer Association for Singapore (CASE)	A non-profit, non-governmental organization established in 1971. Facilitating memberships system and receives subsidy from the government.	500 Case Trust members. 1200 shops.	Aligns to the TrustSg core principles. Case Trust Criteria for web front businesses.	CaseTrust	Consumer Association for Singapore (CASE)	Application fee: \$50. Audit fee: \$1100-2000. Annual license fee: \$3000-2000. Application fee for Case Trust web front membership \$50.	The membership is valid for 4 years. Interim Assessment is done in the 3rd year. Mystery shopping will also be conducted from time to time.	Warning letter — suspension — expelling	Internal mediation center with charge.	A member of Asia-Pacific Trustmark Alliance.	
Thailand		Verified	www.dbd.go.th/eng/ecom/ecomtrustmark.html	Department of Business Development, Ministry of Commerce (DBD)	Established in 2002 as part of the government reorganization to promote e-commerce including trustmark.	12	Articles of Department of Business Development on the Use of Certified Symbols as a Credit for E-Commerce Operation	Verified	Department of Business Development, Ministry of Commerce (DBD)	Free of charge	Annual	Withdrawal		Will be a member of Asia-Pacific Trustmark Alliance in 2008.	
Mexico		Mexican Internet Association (AMIPCI)	www.amipci.org.mx/index.php	Mexican Internet Association (AMIPCI)	Operating since January 2007. Collaborates with the Ministry of the Economy and the Federal Consumer (PROFECO)	150 members		Mexican Internet Association (AMIPCI)	Mexican Internet Association (AMIPCI)					A member of Asia-Pacific Trustmark Alliance.	Collaborates with the Ministry of the Economy and the Federal Consumer (PROFECO)
Japan		TradeSafe	www.tradesafe.co.jp/english/index.html	TradeSafe Inc.	Established in 2006 by OPT Inc., e-marketing companies and will provide services to guarantee e-commerce in 2008.	Currently, last stage of business development	Yes.	TradeSafe Inc.	TradeSafe Inc.	Application fee : ¥26250. Accredited businesses is to pay 1% of payments.	Monitors every transaction.	ADR will be done by EO Network.	A member of Asia Trustmark Alliance.	A member of Asia-Pacific Trustmark Alliance.	