



eTrusted Press kit

# The leading trust brand in Europe



# Trusted Shops

Trusted Shops is the best-known e-commerce trust brand for online retailers and online shoppers.

With the trustmark, the review system and the protection from the legal warnings known as 'Abmahnungen' under German law, Trusted Shops offers online retailers an all-round secure package. Indeed, online retailers get legal security, boost trust in their online shop and increase sales. Online shoppers benefit from the Trusted Shops certification too, because it enables them to automatically activate the Trusted Shops guarantee. Their money is thus secured in case of non-delivery or returned goods, regardless of the method of payment.

Trusted Shops also helps brick-and-mortar shops collect customer reviews in the framework of the project 'Locatrust'. Local retailers are thus able to increase the online visibility of their shop and product range to make their brick-and-mortar shop more successful. This project is supported by the European Union in the framework of the structural fund ERDF (European Regional Development Fund).

# Trusted Experts

With more than 15 years of experience in international e-commerce law, our legal experts help online retailers create a legally-compliant internet presence as an online shop or on eBay and Amazon. Online retailers can thus focus on their core business by successfully selling online without having to fear an 'Abmahnung'. And this is possible thanks to products like the free legal-text generator, the packages for protection from 'Abmahnungen', manuals and seminars.

More information:

[shop.trustedshops.com](https://shop.trustedshops.com)

# Trusted Enterprise

'Feel the pulse of your brand' – this is the Trusted Enterprise team's motto. With innovative, tailor-made marketing and feedback solutions, Trusted Enterprise helps companies be successful in embarking on a digital transformation and promoting customer orientation.

More information:

[enterprise.etrusted.com](https://enterprise.etrusted.com)

# The Trustbadge®

Trusted Shops has developed the Trustbadge® to ensure that trust elements are more visible to consumers and to make it easier for online retailers to integrate them into their shop. The Trustbadge brings all the trust elements of a secure online shop (trustmark, money-back guarantee, reviews) under one roof thanks to a dynamic web layer based on JavaScript.

By clicking on the Trustbadge, online shoppers can have a complete overview of the Trusted Shops member, including the status of the certification, the amount covered by the guarantee, the number of reviews, the overall rating as well as examples of authentic reviews.



# The Trusted Shops trustmark:

a certification based on strict criteria

Online retailers must fulfil stringent audit criteria before they can be awarded the Trusted Shops trustmark. The criteria taken into consideration include creditworthiness, security technology, price transparency, information requirements, customer service, and data protection. A neutral and independent advisory board guarantees that these quality criteria are objective and consumer-oriented. Members of the advisory board include experts from European universities, the consumer association of North-Rhine Westphalia (Verbraucherzentrale NRW) and the German Chamber of Industry and Commerce (DIHK). The audit criteria are constantly updated for them to comply with the latest jurisprudence.



# TRUSTED SHOPS

Facts and figures (Last updated: May 2017)

## **TRUSTED SHOPS GmbH**

- Headquarters: Cologne (Germany)
- Branches: Amiens (France) and Warsaw (Poland)
- Managing directors: Jean-Marc Noël, Ulrich Hafenbradl, Thomas Karst
- Represented in the following countries: all EU countries and Switzerland
  - Number of employees: 320
  - Company foundation: 1999

## **Members**

- Certified shops: 25,000

## **Products**

- Trustmark and guarantee
- Review system including shop and product reviews
  - Protection from 'Abmahnungen'
  - Feedback solutions

## **Transactions covered by the Trusted Shops guarantee**

- Transactions covered: 86,000 per day
- Value of transactions covered since foundation:  
About EUR 5.1 billion

# The Trusted Shops management



**Jean-Marc Noël** is co-founder and managing director of Trusted Shops GmbH. Born in France, he studied at the Ecole Préparatoire of the Lycée Faidherbe, the Ecole Centrale de Lille and the Lille II University of Economics. Before founding Trusted Shops GmbH, he was managing director of an international business consultancy. He is responsible at Trusted Shops for the areas of sales and partner management.



**Ulrich Hafenbradl** is co-founder and managing director of Trusted Shops GmbH. He studied Business Information Technology at the universities in Mannheim and Cologne. Before founding Trusted Shops GmbH, he was partner at an IT consultancy where he was responsible for e-commerce and marketing. At Trusted Shops, he is in charge of the areas of marketing/PR, finance, HR, certification, and law.



**Thomas Karst** is managing director of Trusted Shops GmbH. He studied Economics at the Ruhr University in Bochum and worked as project manager in the energy sector and insurance industry. Before joining Trusted Shops, he worked for an international credit insurance group where he was in charge of the Financial Management department of the company's e-commerce branch. At Trusted Shops, he is responsible for key account sales.

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trust brand in e-commerce.



Do you have any questions on the Trusted Shops trust-generating solutions?  
The Trusted Shops team will be happy to inform you.

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