



eTrusted Press kit

# The leading trust brand in Europe



# eTrusted

eTrusted is the best-known e-commerce trust brand in Europe.

With the associated Trusted Shops trustmark, the review system and the protection from the legal warnings known as 'Abmahnungen' under German law, eTrusted 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 certification too, because it enables them to automatically activate the Buyer Protection. Their money is thus secured in case of non-delivery or returned goods, regardless of the method of payment. In addition, online shoppers can protect themselves against misuse of their personal data on the Internet with the Buyer Protection PLUS Identity.

The eTrusted project "AR-Trust" uses augmented reality to make information such as reviews and suitable additional products available in real time at the point of sale in traditional trade. The project is supported by the European Union under the ERDF (European Regional Development Fund).

# Trusted Shops Legal Services

Thanks to their many years of international experience and practical knowledge in e-commerce law, the legal experts of eTrusted support online retailers in making their internet presence - whether it's an online shop, eBay, or Amazon - legally secure.

Online retailers can thus focus on their core business by successfully selling online with- out 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](http://shop.trustedshops.com)

# Enterprise Solutions

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

More information:

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

# The Trustbadge®

eTrusted 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 shop, 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 by eTrusted. 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.



# eTrusted

## Facts and figures

(Last updated: January 2019)

### **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: 400
  - Company foundation: 1999

### **Members**

- Certified shops: 25,000

### **Products**

- Trustmark and guarantee
- Review system including shop and product reviews
  - Protection from 'Abmahnungen'
    - Feedback solutions
  - Buyer Protection Shops Basic
  - Buyer Protection PLUS Identity

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

- Transactions covered: 130,000 per day
- Value of transactions covered since foundation:  
About EUR 8.7 billion

# The eTrusted management



**Jean-Marc Noël** is co-founder and managing director of eTrusted. 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 / eTrusted, he was managing director of an international business consultancy.



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



**Thomas Karst** is managing director of eTrusted. He studied Economics at the Ruhr University in Bochum and worked as project manager in the energy sector and insurance industry. Before joining eTrusted, 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.

# The European trust brand



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

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