

# TRUSTED.ro Evaluation Criteria - version 1.2

Valid as of October 7, 2014

A TRUSTED.ro e-shop should meet the following criteria in order to be able to display the TRUSTED.ro trustmark:

1. The e-shop will display, on a single page (typically, the Contact page), publicly accessible, with a visible link on the homepage, the following:
  - the name (and in the case of companies, the fiscal registration number: e.g. SRL, SA etc. and all other official company numbers required by the fiscal territory);
  - the headquarters address and/or the business address;
  - the phone and fax numbers and the postal address;
  - if necessary, the data protection authority number.
2. The e-shop will display their main features of their products and services on specific pages.
3. The e-shop will display the total price of their products and services, all taxes included (or will include a calculation example of the total price), before the consumer explicitly accepts the agreement with the terms and conditions.
4. The e-shop's entire content is owned by it or the e-shop has the right to use this content or the content belongs to the public domain. The exact terms will be displayed on the e-shop's site.
5. The products and/or services in the e-shop are not fake. The e-shop's representative (who is filling the Trusted.ro enrollment form) will check the appropriate box.
6. The e-shop's administrative owner will use a special e-mail address in the following cases:
  - if the website has published direct or mediated copyright-protected creations without the express agreement of the copyright's author;
  - if the website has displayed fake products and/or services or it doesn't respect the laws respectable to the work industry;
  - there are cases where users were reported for crimes on the e-shop's website.
  - the e-shop's administrative owner will have to answer in 2 business days to these inquiries. Further judicial actions may be foreseen.
7. The e-shop is not sending and will not send in the future mass commercial messages in order to promote the website, the products or services, to individuals who didn't opt-in.

8. Any newsletter or regular message has and will have the sender's identification data and a valid unsubscribing procedure.
9. If the e-shop collects personal data, the e-shop's administrative owner will enroll in the respective national authority system and will display on the homepage a document with the collected data, the scope of collection and the users' rights.
10. If that's the case, the e-shop should not contain explicit or obscene materials without a prior warning (audible and visual), according to the law, such as "This website is intended for people 18 years old or over. (Checkboxes: "I am 18" / "I will leave the website immediately").
11. There should be a special contact address and a mentioned individual inside the company who will be in charge of amicable conciliation for dissatisfied customers OR there should be a procedure for resolving complaints. This internal conciliation mechanism must be functional and the client should receive a response in less than 14 business days (as it should be stated on the website).
12. Informs the consumers about the return policy and has (or links to) a return form, as specified by EU laws.
13. There is a seller-buyer contract that the customer explicitly agrees to, before placing the order.
14. The order process is valid (the process is functional; all products displayed are available for purchase; errors in the process can be corrected; there is an explicit and valid message after having placed the error; the order confirmation is sent to the customer).
15. The e-shop displays a warranty and a declaration of conformity and (if that's the case) the terms of special commercial support offered to the customer after the sale.
16. The e-shop displays a registered trademark, if that's the case.
17. The e-shop explicitly states that it delivers or not outside Romania (if the e-shop is registered in Romania).
18. The e-shop displays and links to e-payment processors.
19. The e-shop will mention the (approximate) delivery times.
20. The e-shop links on the homepage to the national authority for the consumer protection in the respective country.

21. The e-shop (or the respective company) should have had commercial registered activities in the last minimum 6 business months (or can provide proof of offline commercial activities in the last 12 business months).

22. The e-shop is bound to embed (at least on the website's homepage) the HTML script provided by TRUSTED.ro, in the 2 weeks following the e-shop's enrollment confirmation. The TRUSTED.ro logo can be scaled accordingly, but the "Click pentru verificare" ("Click to check") text should remain visible at all times and the link should always be clickable.

23. Terms and conditions will be in the Romanian language and their translation into other languages is optional.

24. The e-shop will obey the e-commerce laws of the respective territory or other legislation in their field of activity.