

REGIONAL TRUST MARK EVALUATION CRITERIA

SPECIFIC COMPLIANCE REQUIREMENTS

TRADER'S IDENTITY

1. **Clear and Accurate Information:** The business must provide clear and accurate information about its identity, including its legal name, business address, phone number, and email address. This information must be included on the applicant's official website.
2. **Business Registration:** The business must be a registered business and provide evidence of its registration, such as a business license or registration number. The business must be under "active" status in the National Business Centre public ledger.
3. **Contact Information Availability and Customer Support:** The business should provide accessible customer support channels, such as email, phone, or chat, to address any customer issues or concerns. They must be included on the applicant's official website.

INFORMATION ABOUT PRODUCTS/SERVICES

1. **Product Descriptions:** The business should provide descriptions of its products or services.
2. **Clear Pricing:** The business should clearly display the price of its products or services, including any taxes, fees, or additional charges, and avoid hidden or misleading pricing practices.
3. **Images and/or Videos:** The business should provide clear images and/or videos of their products to help customers make informed purchasing decisions or services where applicable.
4. **Terms and Conditions:** The business must establish and make its Terms and Conditions easily accessible on its website and/or incorporate them into the purchasing process to ensure maximum transparency and improved consumer protection.

INFORMATION ON DELIVERY AND METHOD OF PAYMENT

1. **Delivery Information:** The business must provide clear information on the estimated delivery timeframes, shipping costs, and available delivery options (such as standard, express, or same-day delivery).
2. **Payment Information:** The business should clearly state the available payment methods, and any fees or charges associated with them, and provide secure payment processing options and at least one electronic payment alternative channel for e-commerce businesses. (card payment bank transfer, e-wallet, etc.)

WITHDRAWAL FROM THE CONTRACT AND THE CONSEQUENCES OF CONTRACT CANCELLATION

1. **Cooling-off Period:** The business must offer to customers a cooling-off period of at least 14 days during which they can withdraw from the contract without giving any reason and without incurring any costs other than those provided for by law.
2. **Refund Policy:** The business must have a clear and accessible refund policy including the conditions and procedures for returning products or canceling services, as well as any associated costs or fees.
3. **Return of Goods and/or Services:** The business must not impose any additional costs on the customer for exercising their right of withdrawal, except for the direct cost (customs, delivery, taxes, etc.) of returning the goods. The business must provide clear and accessible information on the procedure for returning goods. If the customer decides to withdraw from the contract, the business must refund the full purchase price, within 14 days of receiving the goods back or receiving evidence of the customer's decision to withdraw.
4. **Consequences of Cancellation:** The business must provide clear and accessible information on the consequences of the cancellation of the contract. (i.e. according to the terms and conditions of the seller)

SECURITY, PRIVACY POLICY, AND DATA PROTECTION

1. **Privacy Policy:** The business must have a privacy policy that clearly states what personal data they collect from their customers and how they use it. The privacy policy must also state whether the data is shared with any third parties. The privacy policy must be accessible on the website.
2. **Cyber Security:** The Website must be secured with TLS / SSL protocol.

CODE OF CONDUCT

1. **Acceptance:** The business must accept the Code of Conduct.