



The Trustmark Criteria

1 Legal Notices

- 1.1 Clearly visible, directly accessible and continuously available regulatory information (Company Identification) must be able to be opened (e.g. a button named "Legal Information" or comparable or a text window).
- 1.2 The Website and communications must contain the following information:
 - (a) the name of the company, in case of legal entities the legal form;
 - (b) the address of the place in which the company has its registered offices (if applicable, a different business address to which consumers can address any complaints they may have);
 - (c) email address and phone number, if applicable, fax number;
 - (d) the VAT number, if issued.

2 Communications

All communications from consumers must be responded to by you within 7 days.

3 Right to Cancel

- 3.1 The information on the Right to Cancel must be able to be opened easily (e.g. via a button named "Right to Cancel" or similar or a text window).
- 3.2 The cancellation policy (policies) and the specimen cancellation form must be provided to consumers in good time before they commit to a contract, in a clear and understandable way adapted to the means of telecommunication used.
- 3.3 The cancellation policy must inform consumers about the Right to Cancel, and in particular provide details in respect of:
 - (a) the length of the cancellation period;
 - (b) that they do not need a reason to exercise the Right to Cancel;
 - (c) the start of the cancellation period;
 - (d) the form in which they must exercise their Right to Cancel (clear explanation) with reference to the enclosed specimen cancellation form;
 - (e) the requirements of meeting the deadline for exercising the Right to Cancel;
 - (f) the name, address and, where available, fax number, telephone number and email address of the recipient of the cancellation notice;
 - (g) the conditions for returning the goods;
 - (h) the duty to bear costs and if applicable the amount of the costs for returning goods;

- (i) any compensation to be paid for loss in value of the goods (according to any relevant statutory provisions).

3.4 Before committing to a contract, consumers must be informed about any legal reasons for exclusion or limitation of the Right to Cancel and/or the requirements for expiry of their Right to Cancel.

4 General Terms and Conditions of Business (T&Cs)

4.1 The T&Cs / customer information must be able to be opened easily (e.g. via a button named "T&Cs / Consumer Information" or comparable or a text window).

4.2 The T&Cs / customer information must be clearly structured, easy to read and in a form that can be saved and printed out.

5 Further duties to provide information for distance selling contracts

5.1 You must provide consumers with the following further information, in good time before they commit to a contract, in a clear and understandable way in the means of telecommunication used:

- (a) information on the relevant right to a guarantee for goods and if applicable the existence and conditions of a warranty;
- (b) where applicable, information about the existence and conditions for customer services.

6 Payment Terms

6.1 Consumers must be provided with the information on the Payment Terms in a clear and understandable way in good time before they commit to a contract in a way corresponding to the means of telecommunication used.

6.2 Consumers must be informed about the means of payment available to them (at the start of the ordering process).

7 Delivery terms

7.1 Consumers must be provided with the information about delivery in a clear and understandable way in good time before they commit to a contract in a way corresponding to the means of telecommunication used.

7.2 Terms and conditions of delivery and restrictions must be able to be opened easily (at the start of the ordering process at the latest) (e.g. via a link to the "Payment and Dispatch" page or a comparably named button or a text box).

7.3 The delivery date, by which the goods are to be delivered or the services provided, is to be included (e.g. on the product page).

8 Price information, freight, delivery and dispatch costs

8.1 The total price (including all price components) must be assigned to the offer in a way that is easily identified, transparent and complete, and if applicable the means of price calculation.

- 8.2 Before initiating the order process the following must be shown in the total price:
- (a) the freight, delivery and dispatch costs and all other costs for all countries to which deliveries are made (directly in the offer or indirectly via a link to the "Payment and Dispatch" page or comparable); if the amount cannot be reasonably calculated in advance, information must be provided that such additional costs can be incurred.
- 8.3 In the case of contracts without a time limit or subscription agreements the total price (total costs incurred per billing period, in the case of fixed amounts the total monthly costs too; if applicable the type of price calculation) must be given.

9 Product description, sales & distribution restrictions

- 9.1 In the case of distance selling contracts you must inform consumers in good time before they commit to a contract, in a clear and understandable way, to an extent appropriate for the means of communication, about the essential properties of the goods or services.

10 Order process

- 10.1 Consumers must be informed explicitly as to whether the placing of goods in the shopping basket constitutes a binding commitment.
- 10.2 The order overview must display the following information:
- (a) the essential properties of the goods or services to an extent appropriate for the means of communication and for the goods and services;
 - (b) the total price of the goods or services (if applicable the type of price calculation) including all taxes and charges;
 - (c) additionally incurred freight, delivery and dispatch costs and all other costs (if these cannot be reasonably calculated in advance, then consumers must be informed that they could be incurred).

11 Data Protection

- 11.1 The Privacy Policy must be able to be opened easily and clearly wherever personal data is collected (e.g. via a button named "Privacy Policy" or comparable button or a text box).
- 11.2 In a Privacy Policy you must inform consumers about the basic principles for the handling of personal data, especially the type, scope and purpose of the collection, processing and use of the data.
- 11.3 The Privacy Policy must contain information about the use of cookies and comply with the ePrivacy Regulations.

For more information please contact: david.campbell@retailexcellence.ie

Retail Excellence: www.retailexcellence.ie

Phone: +353 65 684 6927