

## Policy on the Trusted Shops Review System and the use of reviews

### I. Regulations on the use of reviews

In the following policy, we explain the options for advertising with reviews and the overall score. This is intended to help you comply with the legal requirements when advertising with reviews. Beyond the use described below, the use or publication of the reviews in their entirety or in significant parts of the database collection outside our system is not permitted.

#### Use of the service reviews during your fee-based contract term

You can use your collected reviews during the contract period according to the following conditions:

##### Use within the scope of the booked domain

- As a paying member, you can easily integrate your collected reviews and your overall score into your booked domain using the Trusted Shops tools (Trustbadge, widgets, review stickers, etc.). We provide the legally required information directly in the tools.
- Do you want to use the reviews or your overall score without our tools? This is also possible: Please note that you must then ensure compliance with the legally required information yourself (General obligations for advertising with reviews\*).
- It is also important that reviews that had to be deleted due to a violation of applicable law or the terms of use are also deleted by you in all other publications.

##### Use outside the booked domain

- You can also advertise with individual reviews and your overall score outside of the booked domain. In any case, remember to include the mandatory information below (General obligations when advertising with ratings\*).
- Advertising with the overall score or reviews must also always relate to your booked domain. Advertising for other online shops, companies, platforms or other forms of distribution would be misleading and is therefore not permitted.
- The collected reviews may only be published on other platforms via the interfaces offered by us.
- Reviews that had to be deleted due to a violation of the terms of use or due to illegality must be deleted independently in all other publications.

#### Use of the product reviews during your fee-based contract term

- You can use the collected product reviews on the booked domain to advertise the product for which the reviews were collected.
- Also in this case you must comply with the general obligations for advertising with reviews\*. If you use the Trusted Shops tools, this information will be integrated directly.
- You can also use the product review for other domains under the following conditions:
  - For all domains on which you display the product reviews, you must book the additional option "Product reviews".
  - In addition, these domains must belong to a Trusted Shops membership contract.
  - The product reviews may only be used for identical products for which they were originally collected.
  - When displaying the reviews, all reviews (positive and negative) must be displayed, no selection is permitted.
  - Whenever you use the reviews outside of the Trusted Shops tools, remember to take into account the obligation on the general information (General obligations for advertising with reviews\*).
- If you have created translations for your product reviews, consider the following:
  - Add the following or a similar note to the translated review: "This is a translation of the original review received on xxx"

- The reviews must be translated verbatim, changes to the content of the review texts are not permitted.
- You must independently delete reviews that had to be deleted due to a violation of the terms of use or due to illegality in all other publications.
- When publishing reviews in domains with a different language variant (cross-channel and cross-language use of reviews) and when translating reviews, you must check and ensure yourself that the this kind of use is legally permissible, in addition to complying with the other requirements mentioned above.

#### Use of photos uploaded by customers as part of the “images in widgets”

- Uploaded customer photos may only be used by you within the scope of the “images in widgets” function. Use outside the widgets or outside the booked domain is not permitted.
- The terms of use accepted when activating the function also apply.

#### Use of service and product reviews after the contract term

- After termination of your paid membership, the published service reviews will continue to be displayed by Trusted Shops in your company profile.
- Service reviews can still be submitted via your company profile.
- You can use the free basic function. In this case, the conditions for the use of reviews below apply.
- After termination of your membership, you still must comply with the general obligations for advertising with reviews\*.

#### Use of reviews by users of the free basic function

- The collected reviews may not be published in their entirety or in parts outside the Trusted Shops system or imported into third-party systems (e.g. other review systems, ERP, CRM, CMS systems).
- Within the scope of the free basic function, you are not entitled to have the reviews published for public use outside the Trusted Shops system. The export function provided is for analysis purposes only.
- If you would like to refer to your company profile as a user of the free basic function, you can link to your profile with the following note: “We collect reviews via the Trusted Shops Review System”.
- The advertisement with the average overall score must refer to the domain for which the reviews were collected. You must also take into account the general information on advertising with reviews\*.

## II. Regulations on the reporting of review

### General rules for reporting reviews

- We provide you with a reporting system for reporting unlawful reviews or reviews that violate the terms of use. Institutions, other third parties and you as the “person concerned” can use this system to report reviews that are considered illegal or in breach of the terms of use.
- The reviews can be reported via the reporting system by providing the following information:
  - a sufficiently substantiated explanation of why the review in question violates applicable law or the terms of use;
  - a clear indication of the location of the review (is automatically transmitted when reporting via the report function in the profile or login area)
  - the name and e-mail address of the reporting person or entity (automatically transmitted when reporting via the reporting function in the profile or login area), unless the information is assumed to relate to a criminal offense referred to in Articles 3 to 7 of Directive 2011/93/EU;
- Trusted Shops promptly reviews all reviews received and immediately informs the reporting person or organization of its decision, as well as possible legal remedies against negative decisions.
- If reviews had to be deleted by Trusted Shops due to illegality or violation of the terms of use, the member is responsible for removing the reviews affected by the deletion from any other place outside the system.
- In the case of frequently obviously unfounded reports and complaints, Trusted Shops has the right, after prior warning, to suspend the processing of reports and complaints for a reasonable period of time or to block access to the system.

### Reviews of products regulated by special legislation

- If you offer products or services that are subject to certain advertising regulations or whose (online) advertising is prohibited or restricted by law, you are responsible for only publicly displaying reviews that do not violate product-specific laws.
  - These include, but are not limited to, medical products, medicinal products, food supplements, cannabinoids, tobacco products, alcoholic beverages, certain services in connection with the provision of therapeutic measures, age-restricted offers or offers from the gambling sector.
- The regulations on the permissibility of advertising such products or services may vary from country to country. When collecting reviews, you ensure that you comply with the applicable laws. We do not check the submitted reviews for violations of the relevant regulations before publication, unless we have made a separate agreement with you. In this case, a corresponding note will be included in your profile. Without such a separate agreement, you must check the reviews yourself for inadmissible content and report any violations to us using the reporting function.
- We will check the reported reviews and delete them if there are any violations. If we become aware of violations in any other way (information from third parties), we are entitled to delete the reviews even without you reporting them.

## \* General obligations for advertising with reviews

- When publishing Trusted Shops reviews and / or advertising with the Trusted Shops overall rating, you must observe certain legal aspects:
  - The information on relevance, actuality, calculation of the overall score and conditions for submitting the respective reviews must be provided transparently.
  - When using the Trusted Shops trademarks in connection with the advertising of a rating, the [license conditions](#) must be observed.
  - It must be made clear to which review object (e.g. online presence under domain xyz or reference to product) the review or review score refers.
  - Whenever reviews or the overall score are published, it must always be stated whether and how it has been ensured that the reviews only originate from customers who have used or purchased the goods or services.
  - We have taken such measures for reviews marked as “verified”.
  - **You must always refer to this in the immediate vicinity of the reviews or the overall score for each independent publication. See further information [here](#).** To do this, you can insert our sample text directly when publishing:

***We use Trusted Shops as an independent service provider for collecting reviews. All reviews at Trusted Shops [link to the company profile/link to the product where all reviews are visible]. Trusted Shops has taken measures to ensure that these are genuine reviews. [More information](#).***

- For the reviews not marked as “verified”, no measures have been taken to ensure that they are genuine reviews. This must also be indicated in the immediate vicinity of the rating or the overall score.