Policy on the use of your reviews

Regulations on the use of reviews

In the following policy, we explain the options for displaying reviews and advertising with reviews and the overall score. This is intended to help you comply with the legal requirements when advertising with reviews. Beyond the uses 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 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:

- Depending on the package booked, you can use the tools available to you (Trustbadge, widgets) to display your collected reviews and your overall score on your contractual domains. We provide the legally required information for displaying reviews 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*).

Use outside the booked domain

- You can also advertise with individual reviews and your overall score outside your contractual domains. In any case, remember to include the mandatory information (General obligations for advertising with reviews*).
- Advertising with the overall score or reviews must relate to the contractual domain. Displaying reviews on other domains, for other companies, platforms or forms of distribution may constitute misleading advertising if this is not sufficiently clarified.
- The collected reviews may only be published on other platforms via the interfaces offered by us.
- If your booked package includes the “Service Review Syndication” feature, you can display the reviews of different language variants of your shop across domains in one profile under the specified conditions.
- If your booked package includes the “Service Review Syndication” feature and you operate multiple online presences in different countries, the reviews in the connected profiles (merged profiles) may be displayed in translated form as “cross-market reviews” if the conditions below are met. The reviews from the cross-market review are included in the Global Score. The Local Score reflects the overall rating for the individual country domains.
- By requesting the merging of profiles, you confirm to us that the following conditions are cumulatively met:
  - The affected country-specific presences are operated by the same company or by affiliated companies within the meaning of Section 15 AktG or Section 271 HGB.
  - The products offered in the country-specific presences are essentially identical in substance, in particular with regard to assortment, quality and product description.
  - The shop design of the country-specific presences, in particular design, layout, user guidance and brand presentation, is substantially identical.
  - Customer service is based on uniform rules in all affected country-specific presences.

Use of product reviews during the fee-based contract term

- You can use your collected product reviews on your contractual domains 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 our tools, this information will be integrated directly.
- If your package includes the Product Review Syndication feature, you can use the product review across domains.

Whenever reviews are published on domains other than those for which the reviews were originally collected, you must check and ensure yourself that this kind of use is legally permissible.

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

- 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 membership, the published service reviews will continue to be displayed by us in your company profile.
- Service reviews can still be submitted via your company profile.
- You can use certain functions for your reviews free of charge by using the basic package. After termination of your membership, you still must comply with the General obligations for advertising with reviews*.

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 ensuring that only reviews that do not violate product-specific laws are publicly displayed.
    - 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 score, 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 advertising 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 review or the overall score.
- Reviews that had to be deleted due to a violation of the terms of use or due to illegality must be deleted by you independently in the case of independent publication. Reviews displayed through the use of our widgets or in the Trustbadge will no longer be displayed there once deleted in our system.
- Whenever reviews are published on domains other than those for which the reviews were originally collected, you must check and ensure yourself that this kind of use is legally permissible.