

CODE OF CONDUCT – REGIONAL TRUST MARK ON E-COMMERCE

TRADER / BUSINESS PERSPECTIVE

THIS WILL BE DELIVERED TO TRADERS / BUSINESSES:

As a business seeking the trust mark for your e-commerce business, you are encouraged to accept and follow this Code of Conduct in good faith. By doing so, you demonstrate your commitment to providing a secure, transparent, and ethical e-commerce environment for your customers within the Western Balkans and CEFTA countries.

1. PURPOSE AND OBJECTIVES

Embrace the purpose and objectives of the trust mark, which aims to promote trust and confidence in e-commerce businesses by ensuring adherence to high standards of security, privacy, and customer service.

2. PRIVACY AND DATA PROTECTION

Comply with applicable data protection laws and regulations in good faith, including the Law on Consumer Protection, Law on e-commerce, Law on Personal Data Protection, and Law on Trade.

Maintain a transparent privacy policy that clearly explains data collection, usage, and sharing.

Obtain user consent for data collection and processing.

Implement measures for data accuracy, storage limitation, and data minimization.

Establish data breach notification and response procedures. (link to GDPR or related Law)

3. SECURITY MEASURES

Implement encryption for data transmission (e.g., SSL/TLS) in order to protect customer information.

Conduct regular security and vulnerability assessments.

Ensure security that customer data are safe.

4. TRANSPARENT INFORMATION

Provide accurate and clear representation of products, services, and pricing.

Make terms and conditions easily accessible and understandable.

Establish clear return, refund, and cancellation policies.



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Display visible and accurate contact information, including physical address, phone number, and email.

Offer shipping and delivery information, including estimated timelines and costs.

5. ETHICAL BUSINESS PRACTICES

Comply with applicable laws, regulations, and industry standards within the Western Balkans and CEFTA countries.

Refrain from misleading or false advertising, promotions, and claims.

Commit to social and environmental responsibility.

6. CUSTOMER SERVICE AND SUPPORT

The online business offers customer support through at least one communication channel (e.g., email, phone, live chat), ensuring you receive assistance when needed.

They are committed to resolving disputes transparently and in compliance with legal obligations within Western Balkans and CEFTA countries, providing a fair and trustworthy shopping experience.

7. ACCESSIBILITY

Ensure mobile and cross-browser compatibility.

Conduct regular testing and improvements to enhance user experience.

8. MONITORING AND ENFORCEMENT

Participate in regular audits to ensure compliance with the Code of Conduct in good faith and implement improvements.

9. DISPLAY REQUIREMENTS

Display and position the trust mark in visible areas, such as the header, footer, or dedicated trust and security section of your website, product pages, shopping cart, and checkout pages.

Implement a link from the trust mark to a dedicated page or external resource that confirms your certification and explains the significance and benefits of the trust mark to customers

Use and regularly update only authorized versions of the trust mark, without alterations.

Remove the trust mark immediately if your certification lapses, is suspended, or is revoked.

10. SPECIFIC CRITERIA FOR TRUST MARK ELIGIBILITY

Acknowledge that compliance with the specified criteria is assessed through a defined audit and regular reaudit process and that passing the evaluation is necessary to become eligible for the trust mark.

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11. LEGAL COMPLIANCE

The issuance of the Trustmark and adherence to its Code of Conduct do not guarantee that the users of this Trustmark are in full compliance with distance selling regulations or any other sector-specific regulations.

ACCEPTANCE OF THE CODE OF CONDUCT

By accepting and following this Code of Conduct in good faith, your business demonstrates its commitment to responsible and secure business practices, building customer trust and fostering a positive reputation within the Western Balkans and CEFTA countries.

Company name, address, and business registration number:

Name: _____

Title/function: _____

Date: _____

Signature: _____

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