

E-Commerce Trustmarks in Europe

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Agenda

Introduction

Conclusions in the report

Findings on Trustmarks

- General information

- Procedural issues

- Substantive issues

 - The code of conduct

European-wide Trustmarks

- And electronic labeling

Identifying Trustmarks in Europe

Possibilities and challenges

- Primarily a background paper

Methodology

- The questionnaire

- Comparing to the Euro-Label code of conduct

Delimitation

- European Union, Iceland, and Norway

- Trustmarks for electronic commerce

- Other identified Trustmarks

Conclusions

Trustmarks are well-known as concept

- Primarily national or regional

- Limited backing from businesses?

High level of consumer protection in EU

- Need for consumer redress

Not significantly above legal requirements

- However, review, monitoring etc.

- Possibilities in consumer redress, collective consumer protection and children

Establishment of European-wide Trustmarks

Identified Trustmarks per country

None: Cyprus, Estonia, Finland, Iceland, Latvia, Lithuania, Slovakia, Slovenia, and Sweden

One: Austria, Belgium, Denmark, Greece, Hungary, Italy, Luxembourg, Malta, The Netherlands, and Portugal

Two: Czech Republic, France, Ireland, Norway, and Poland

Several: Germany, Spain, and United Kingdom

Over 30 Trustmarks identified in total

General information

Launched 2000-2006

Generally open to foreign businesses

Not adjusted to country-specific requirements

Trusted Shops and Euro-Label

From a few to around 1,500 approved
businesses per Trustmark

Both private and public organisations

Both consumer and business representatives

Procedural issues

Application through websites

- Some requires traditional mail application
- Self-declaration (eQ Recommendation)

Application and annual fees

Initial and recurrent review

Sanctions for non-compliance

- Mainly withdrawal

15,000 EUR contractual liability (Trusted Shops)

Substantive issues

Compliance with the law in general

Consumer redress

- Alternative dispute resolution

 - Requirement to comply with certain decisions

 - Own dispute resolution

- Money-back guarantees (third-party)

The code of conduct

- Generally, similar features

The code of conduct

General requirements and privacy

1995 Data Protection Directive

2000 E-Commerce Directive

Pre-contractual information

1997 Distance Selling Directive

Information about the level of security

Contractual issues

2000 E-Commerce Directive

Information about availability

The code of conduct

Post-contractual obligations

- 1997 Distance Selling Directive

 - Right of withdrawal (minimum 7 working days)

 - How to substitute products*

Miscellaneous

- Spam (harmonised - Directive 2002/58)

- How to file a complaint

- Ban on collection of personal data from children*

 - Draft regulation on sales promotion (withdrawn)

- Ban on entering contracts knowingly with children*

The code of conduct

Other features

IT security requirements

Encryption of payment process

A ban on advance payment

Ban on the collection of bank account information

Rules protecting minors

Specific rules on interactive advertising

Requirement to comply with an advertising code

European-wide Trustmarks

The Internal Market

- Consumer protection

 - Minimum harmonisation

- The country of origin principle

 - Exceptions, including consumer contracts

Different approaches

- One mark fits all (Trusted Shops)

- Trustmark accreditation schemes

 - Common graphical features (Euro-Label)

Barriers of linguistic or cultural nature

- Building confidence is expensive

Consumer protection in the Internal Market

Collective consumer protection

1998 Price Indication Directive

2000 E-Commerce Directive

2005 Unfair Commercial Practices Directive

Individual consumer protection

1993 Unfair Contract Terms Directive

1995 Data Protection Directive

1997 Distance Selling Directive

1999 Consumer Sales Directive

European-wide Trustmarks

The code of conduct must add value

- Consumer redress

 - Binding decisions

 - Third-party guarantees

- Collective consumer protection (advertising)

- Protection of children (contract and privacy)

- Security, validation, business processes etc.

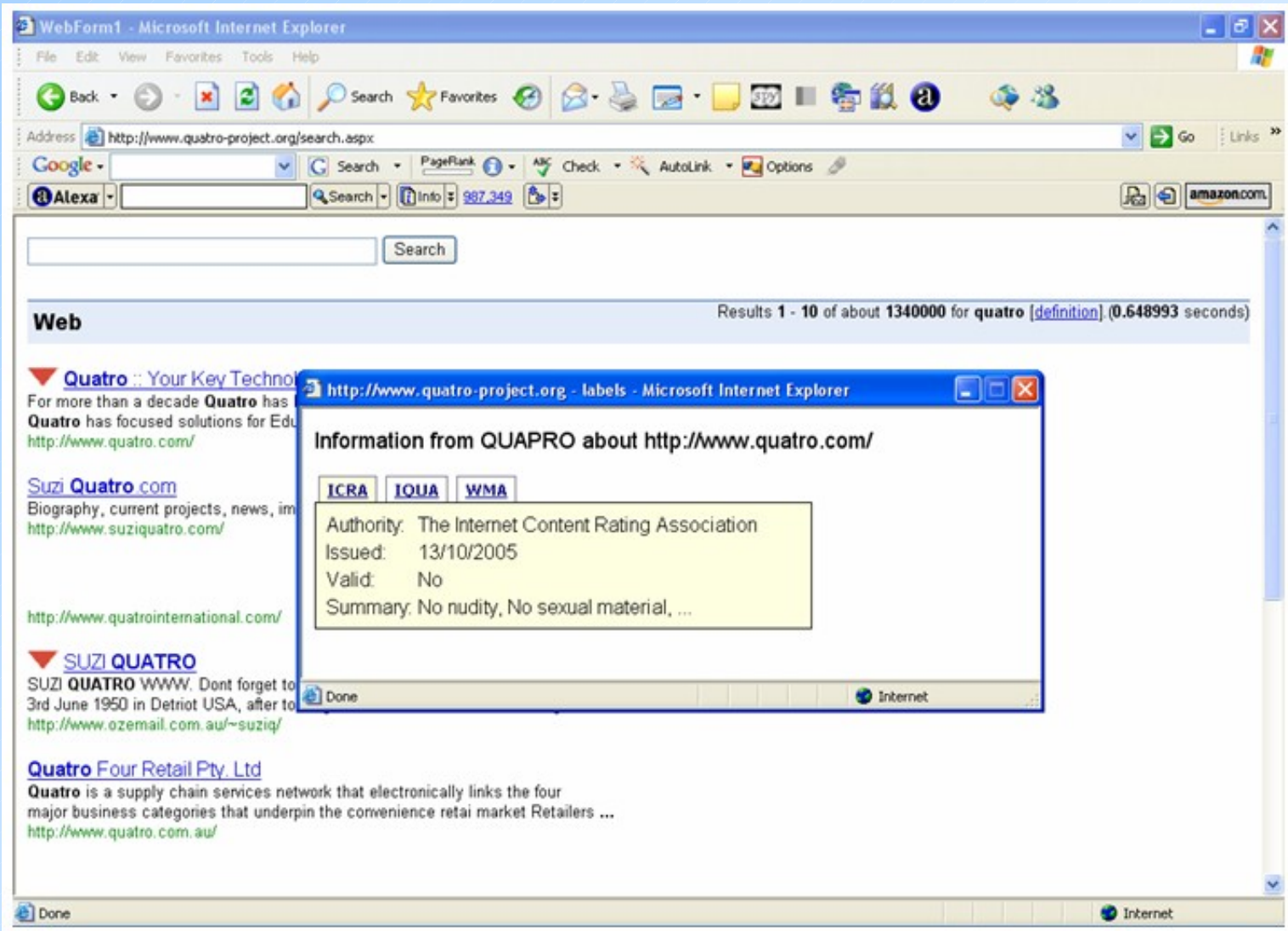
Possibilities in electronic labeling ('tagging')

- See also www.quatro-project.org

Simple html example

```
<html>
  <head>
    <label:ContentLabel rdf:ID="label_1">
      <rdfs:label xml:lang="en">Fair commercial
        communications and fair marketing practices;
        Approved by Euro-Label</rdfs:label>
      <quatro:ra>1</quatro:ra>
      <quatro:tm>Euro-Label</quatro:tm>
    </label:ContentLabel>
  </head>
  <body> ... website text ... </body>
</html>
```

Quatro Label Display Interface



Quatro Verify Quality

The screenshot shows a web browser window with the following elements:

- Address Bar:** <http://www.lordpercy.com/>
- Search Bar:** Search
- Header:** Lordpercy.com logo with a cartoon knight on a horse.
- Amazon.co.uk Ad:** **FREE UK DELIVERY** banner. Products include:
 - [Apple iPod shuffle - 1GB...](#) Apple, New £84.98!, Used £75.00!
 - [New Apple iPod nano - 2G...](#) Apple, New £132.29!
- Menu:**
 - Home
 - Mobiles & Accessories
 - Audio & Video
 - Computing & Networks
 - GPS & Navigation
 - Software
 - Gadgets Shop
 - Lord P Explains
 - Pre Release Gadgets
 - Links
 - Contact
 - Search
- Main Content:**
 - TomTom Go 300**
Now only £346 inc VAT and Delivery
 - Mini SatNav**
GPS navigation in miniature as Garmin shrink their technology into a very small case. All sounds good until you are left twiddling a scroll wheel in a car park, letter at a time. We test the baby SatNav system and see if it's worth the thumb exercise.
 - Garmin i3 Review**
 - iTunes Inside**
- Right Sidebar:**
 - New Gadgets**
 - Road Angel Compact
 - Morphy Richards Ordio
 - Fossil Abacus Review
 - Motorola H500
 - Sony Play
 - Tom
 - ICRA
 - IQUA
 - WMA
- Status Bar:** Done, Display the labels associated with this Web page

Thank you for your attention!

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