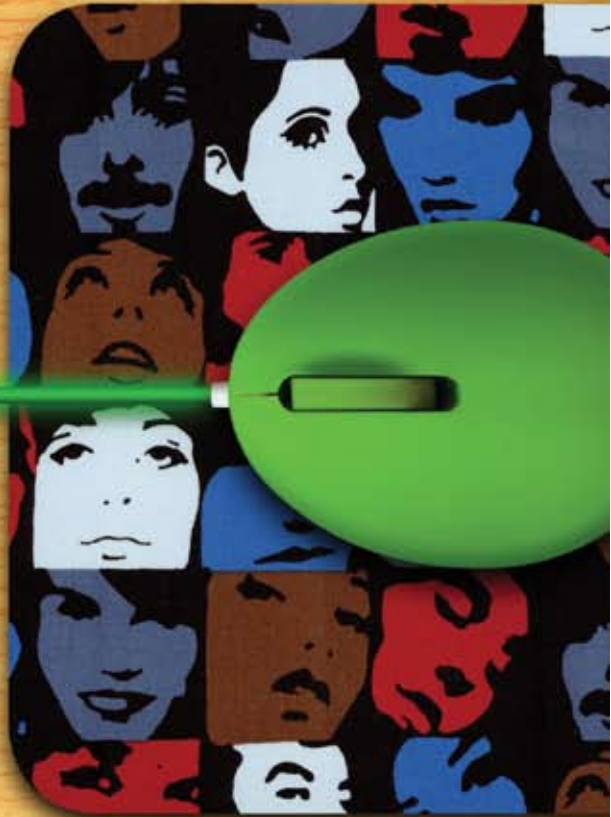
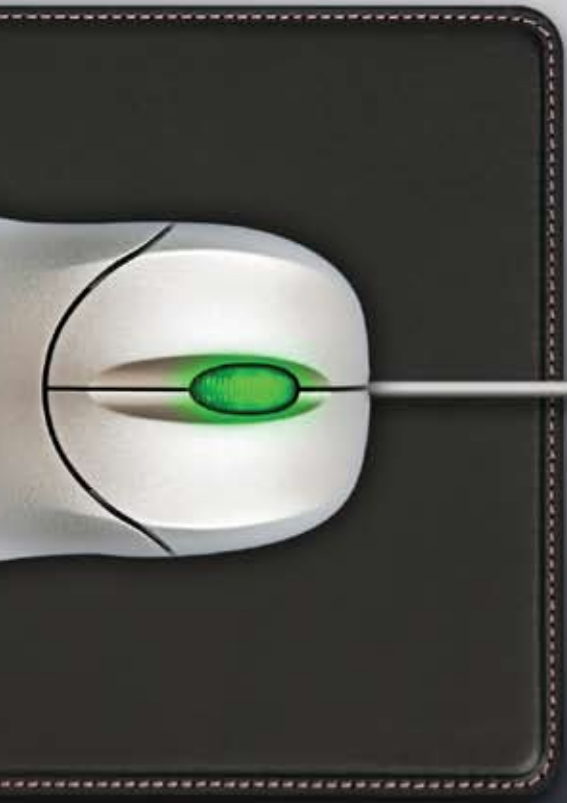


**HOW TO ASSURE
YOUR E-CUSTOMER
OF TRUSTWORTHY
TRANSACTIONS?**

**Enhance your
credibility.
Be TrustSg
accredited.**



Are you TrustSg accredited?
www.trustsg.sg

Give your online business the competitive edge

Over the years, e-commerce has grown with Internet savvy consumers turning to online stores. The absence of physical interaction with your customers makes credibility more crucial to the success of your business.

While you have put in place processes to make the most out of e-commerce, with TrustSg you can benefit even more. TrustSg is your springboard to establish a more profitable online business built on the values of respect for customers, trust and integrity.

What is TrustSg

TrustSg is a nation-wide initiative by the National Trust Council (NTC) and Infocomm Development Authority of Singapore (IDA). This initiative encourages you to leverage the benefits of e-commerce. By adopting sound business practices set by the NTC, you will be able to create a structured and more secure online environment for you and your customer, resulting in increased credibility for your online business.



Build good reputation and strong customer relationships

Why TrustSg

You can leverage on the TrustSg mark to enhance your customers' confidence in you and thus, establish and strengthen a mutually beneficial relationship. Displaying the TrustSg mark is a testament to your compliance with a code of conduct representing fair business, advertising and marketing practices and presents you as a credible online merchant offering customers privacy protection, reliable online payment, and delivery as promised. It also portrays you as an advocate of effective dispute resolution and greater transparency. In other words, getting accredited with TrustSg demonstrates your commitment to provide greater consumer protection.



Greater Privacy Protection

Customers are the lifeline of many businesses. Naturally, you understand and champion the importance of proper management of customers' personal information. Attaining the TrustSg mark of assurance underscores your adherence to established privacy principles. Such principles include informing customers on the purposes of the data collection, policies and procedures for managing it and details on how it will be used. Additionally, an accredited e-merchant will not disclose the personal data to a third party without first seeking consent from the customer. Such assurances will set the customer at ease.



Reliable Online Transaction

Understanding that consumer protection is crucial for your business, TrustSg demonstrates your commitment to managing your online business in a secure manner. Customers are, in turn, assured that their personal data is protected against loss, unauthorised alteration and misuse.

Getting accredited with TrustSg exhibits a conscientious effort to enhancing the reliability of your business. This means that robust plans (e.g. backup, disaster recovery) are in place to deal with the continuity of your business when faced with challenging or unforeseen circumstances.



Fulfilment of Transaction

With TrustSg, customers know that you are not only capable of understanding business or transactional requirements, you also recognise the importance of fulfilling promises. In other words, customers will be placed at ease knowing that the e-merchant will comply with the commitments made. For example: stating clearly the methods and options available for customers to receive fulfilment of goods and/or services ordered online.



Greater Transparency

Transparent business practices are confidence boosters. The TrustSg mark highlights your appreciation of the importance of publishing all relevant information such as terms and conditions of purchase,

refund policies, delivery dates, total costs including administrative fees and your attention to detail for miscellaneous transaction costs.



Effective Dispute Resolution

While you may have all the processes and best practices in place, disputes with customers may arise. Being accredited with TrustSg provides access to a structured Dispute Resolution framework which aims to achieve a win-win outcome for both you and your customer.

How to apply for the TrustSg accreditation

The TrustSg accreditation will be awarded to you by the appointed Authorised Code Owners (ACOs) after a detailed evaluation of your business. ACOs are organisations contracted by the NTC to accredit e-merchants. The checklist for the application, application form and a detailed fee structure are available on the TrustSg website – www.trustsg.sg.



Step 1: Initiation

- Download the checklist to do a self-evaluation.
- Conduct an internal review on your company's compliance processes and readiness to apply for the TrustSg mark.

Step 2: Application

- Choose your ACO.
- Request for the application form.
- Submit the duly completed form to the ACO.

Step 3: Evaluation

- ACO will evaluate your business and recommend compliance measures.

Step 4: Completion

- ACO will issue the TrustSg mark once you fully comply with all the standards.

To apply for the TrustSg accreditation or for more information, visit www.trustsg.sg or email admin@trustsg.sg

Learn from contemporaries

“As an online florist with a strong regional network, differentiating ourselves in terms of credibility has been a challenge. The TrustSg accreditation has assured our customers of privacy protection, efficient dispute resolution, as well as risk-free and honest merchant behaviour. As a result, our online sales have seen a significant improvement.”

Tham Siew Meng
Manager, Jurlliss Flowers

“We are a well-established online specialist gifts company offering an extensive range of floral arrangements, gifts and hampers. The TrustSg framework has been instrumental in enhancing our credibility as an e-merchant, thereby translating into increased customer confidence.”

Magdalene Siew
Internet Marketing Manager, Noel Gifts International Ltd

“We are an online portal specialising in travel accommodations. The highly competitive and extremely dynamic nature of the online travel industry makes credibility consequential to our success. Applying for the TrustSg accreditation was *the* ideal way to show trustworthiness to our customers. Our continued association with TrustSg will ensure we remain on the right track to increasing our market share.”

Rita Goh
Business Development Director - Asia, Wotif.com Pty Ltd



National Trust Council

The National Trust Council (NTC) is charged with the mission of building confidence amongst businesses and consumers, so as to spur e-commerce growth in Singapore. NTC aims to promote the adoption of the TrustSg programme among businesses and the government as well as educate consumers and business users on security best practices for online transactions and heighten awareness and the appreciation of trust marks. NTC's role also involves facilitating cross border recognition of trust marks and internationalising TrustSg through the Asia Pacific Trustmark Alliance and similar fora which positions Singapore as a thought leader.



The Infocomm Development Authority of Singapore (IDA) is committed to growing Singapore into a dynamic global infocomm hub. IDA uses an integrated approach to developing info-communications in Singapore. This involves nurturing a competitive telecoms market as well as conducive business environment with programmes and schemes for both local and international companies.

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