



The European  
eCommerce & Omni-Channel  
Trade Association

# European eCommerce Trustmark

Brussels, 19 December 2016



# The problem?





## Safeshopping across Europe

What does the European  
Trustmark do for consumers?

Find out



Common principles



### Benefits for Consumers

The EMOTA eCommerce Trustmark is an easy way to check if the online shop complies with the highest possible tracking



### How Merchants can join in

Click here to find your national trustmark provider that is part of the EMOTA eCommerce Trustmark network.



### EMOTA - European E- Commerce Association

EMOTA is the EU association representing distance and multi-channel selling. Click



**EMOTA**

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& Omni-Channel Trade  
Association

# The challenges?

Conclusions

- Level of harmonization
- Level of technology
- Cost/resources/liability?
- Market developments



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