



DBI Criteria Checklist for E-commerce Trust Seal

What is the DBI E-commerce Trust Seal?

An E-commerce Trust Seal is a digital certification mark awarded to e-commerce businesses that demonstrate compliance with industry standards in data protection, secure transactions, transparency, consumer protection, and ethical business practices. It is typically granted by an independent body such as a regulatory authority, an industry association, or a certified third-party evaluator.

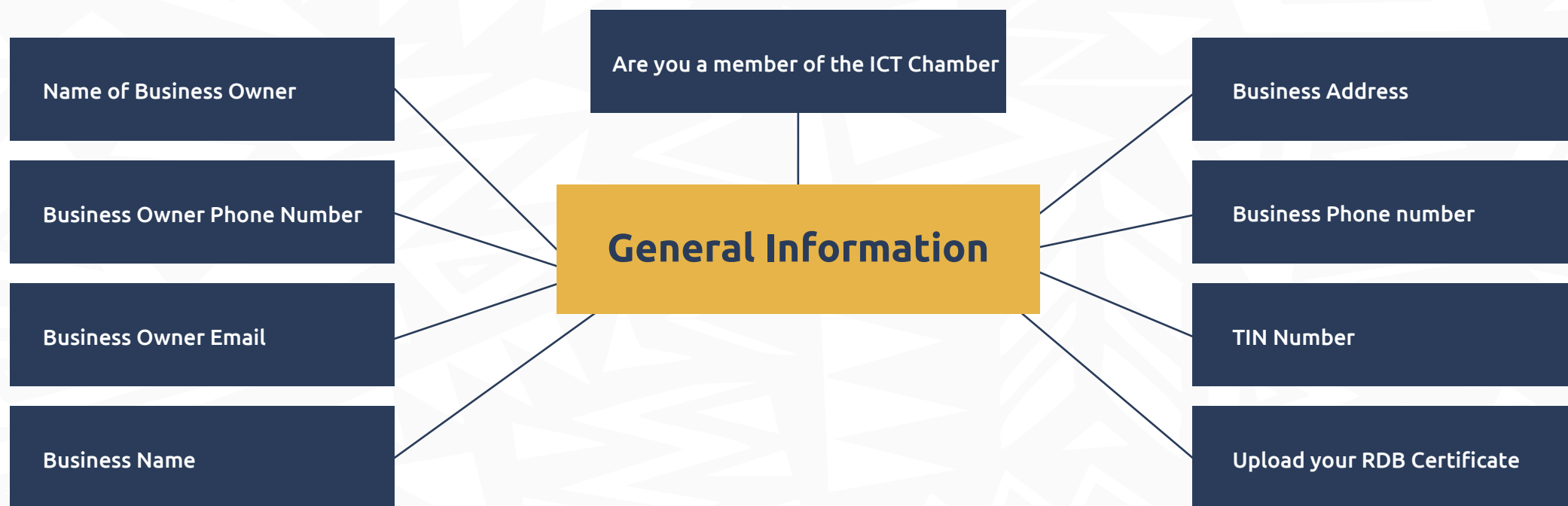
The seal signals to customers that the online store is safe, reliable, and professionally managed, increasing buyer confidence and potentially boosting conversion rates.

Advantages of having DBI E-commerce Trust Seal

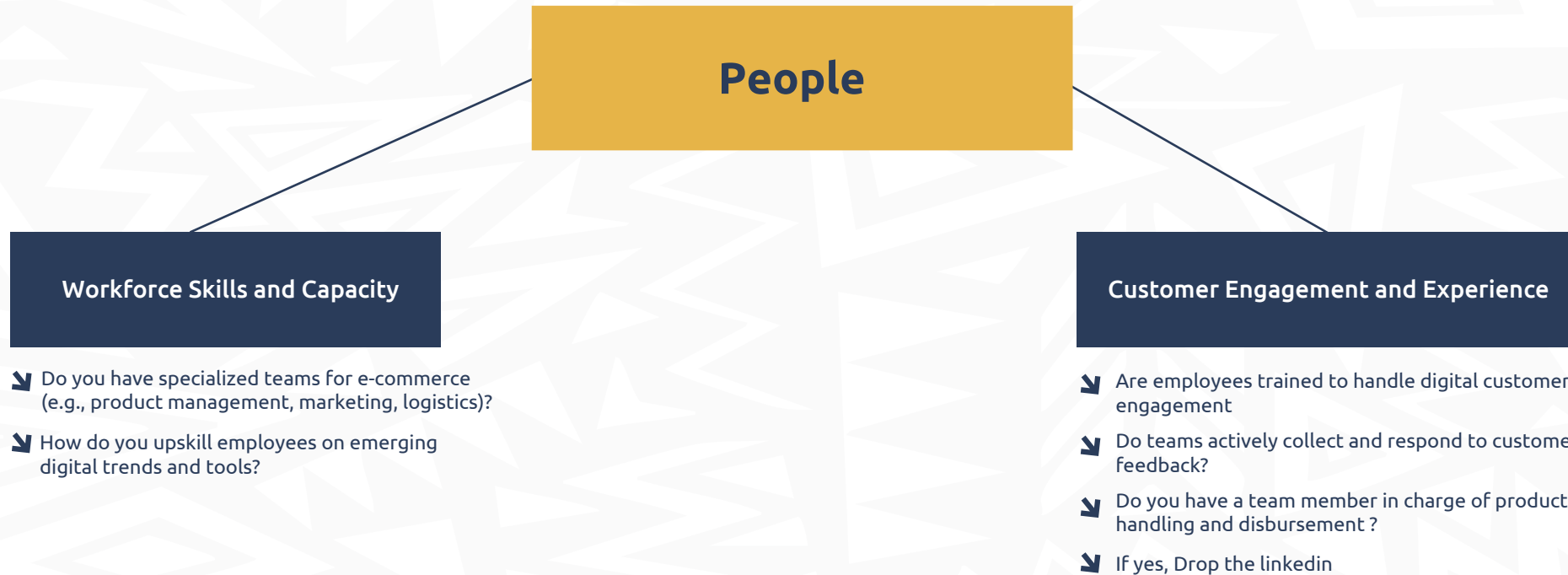
- Builds confidence among customers by signaling that your platform meets industry-recognized standards. It also increases conversion rates as users are more likely to purchase from a trusted site.
- Demonstrates that your business follows best practices in areas like data privacy, security, customer service, and digital operations.

- Sets your business apart from competitors, especially in crowded online marketplaces. It also promotes your brand as reliable and professional, especially for first-time customers.
- Receive a Maturity Assessment Report Card outlining your overall score, identified gaps, and actionable recommendations for improvement. The assessment process helps you streamline internal processes, boost customer experience, and align with digital standards.
- Attracts partnerships, investors, and clients who value verified compliance and operational transparency.
- Some organizations and platforms require or prioritize vendors with a Trust Seal for access to funding, procurement opportunities, or promotional campaigns.

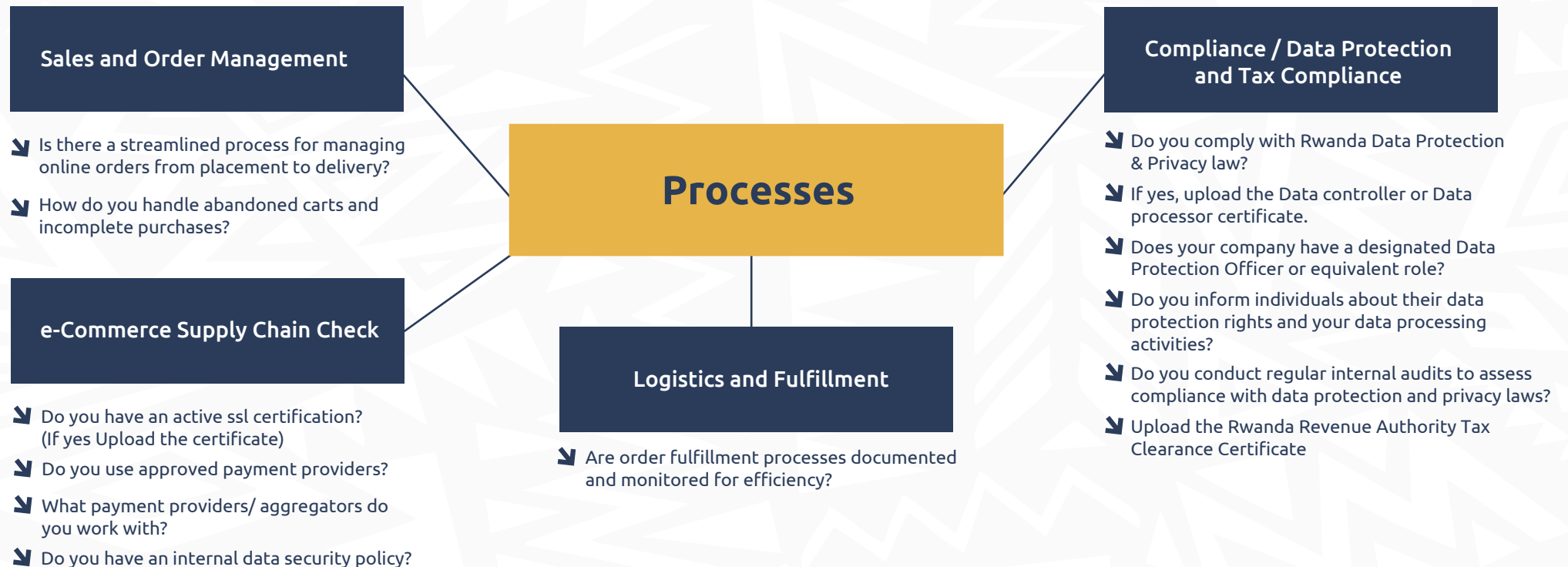
Requirement 1



Requirement 2



Requirement 3



Requirement 4





Website: www.dbi.rw

Email: info@dbi.rw

   @DBI_Rwanda