



Choose certainty.
Add value.

s@fer shopping certification

Establish trust with certified website security and performance.

Your challenges

As online shopping grows in popularity, consumers increasingly expect a high standard of quality and security. When making purchases through your website, clients are not only concerned about payment process security but also how you deal with their personal data. To address these concerns, many organisations need support to create trust in online sales processes.

What is s@fer shopping?

TÜV SÜD's s@fer shopping certification process provides a thorough and systematic assessment of the performance and security of a retailer's website. TÜV SÜD's experts also help identify system vulnerabilities through penetration testing. s@fer shopping certification allows online retailers to display TÜV SÜD's s@fer shopping mark on their website. This verifies their commitment to provide a satisfying and secure online shopping experience for consumers. s@fer shopping certification is maintained through annual surveillance audits, which also identify areas for further improvements. TÜV SÜD's

s@fer shopping certification has evolved in line with the growth of the industry, broadening its scope to include online retail best practices.

Why is s@fer shopping certification important for your business?

Trust is the foundation of every business transaction. Without trust in the performance and professionalism of the supplier, many clients are reluctant to conduct business transactions via the Internet. As an online supplier, it is in your interest to ensure that your clients feel secure doing business on your website and with your company. TÜV SÜD's s@fer shopping certification provides you with solid support when dealing with your clients.

Our s@fer shopping services

■ Online process assessment

We conduct a process-oriented evaluation of all the important online processes, from information gathering and selecting a product to placing an order.



We also evaluate the effectiveness of your website in terms of page structure, navigation structure and client information protection. At the conclusion, we generate a report that includes advice for optimisation, illustrated with screenshots from your website.

▪ **Online security check**

An online security check provides information about possible defects in the web application and the systems' configuration. We offer you professional expertise and valuable advice regarding website security and can point you to additional sources of information. Our experts assist you by conducting penetration testing, a simulated real-world attack on your IT infrastructure to uncover potential security risks and system vulnerabilities.

▪ **On-site audit**

Our experts look behind the scenes on behalf of your online customers. With your collaboration, we retrace the whole process chain: from online ordering to the delivery of the goods and – if applicable – returns. The audit confers a TÜV SÜD certification of transparency and reliability to your online shop.

The TÜV SÜD certification mark



As a globally recognised brand that is synonymous with safety, certainty, reliability and impartiality, our certification mark adds value to your business and sends a powerful message to your clients.

Your business benefits

- **Increase consumer confidence** – with regard to online sales.
- **Gain a competitive edge** – by differentiating your business from dubious competitors.

- **Increase turnover** – by enhancing your online shop's trustworthiness, thereby inducing more customers to complete transactions.
- **Optimise your process** – with our online assessment of your online product and service offering, as well as your fulfillment and service processes.
- **Improve marketing effectiveness** – by displaying the TÜV SÜD s@fer shopping mark.
- **Communicate quality and safety** – with a set of detailed testing procedures that emphasises your own quality and safety requirements in an effective manner.

Why choose TÜV SÜD?

TÜV SÜD is a premium quality, safety and sustainability solutions provider, and a specialist in IT security auditing. Our focus on international security standards as well as in-house developments provides real-world data protection against threats from the digital world. With more than 2,500 management systems auditors operating across all six continents, our network of highly qualified auditors and product specialists is well placed to deliver global experience and best practices at a local level in every market you operate in.

Choose certainty. Add value.

TÜV SÜD is a premium quality, safety and sustainability solutions provider that specialises in testing, inspection, auditing, certification, training and knowledge services. Represented in over 800 locations worldwide, we hold accreditations in Europe, the Americas, the Middle East, Asia and Africa. By delivering objective solutions to our customers, we add tangible value to businesses, consumers and the environment.

Related services

TÜV SÜD provides the following related services:

- PCI certification
- Enterprise IT penetration testing
- TÜV SÜD certified data centre
- ISO 27001 - Information security management system
- TL 9000 - Quality management system for telecommunications
- ISO 22301 - Business continuity management system