

Merchant Traffic Light Sheet

وزارة المواصلات والاتصالات
MINISTRY OF TRANSPORT
AND COMMUNICATIONS



Company Information

1. Name of online shop/mobile application ('app'):					
2. What channel(s) is your online shop/mobile app on: <i>(please tick one)</i>					
<input type="checkbox"/> Website only		<input type="checkbox"/> Mobile app only		<input type="checkbox"/> Website & mobile app	
3. Online shop/mobile application industry: <i>(please tick one)</i>					
<input type="checkbox"/> Retail – Food & Beverage			<input type="checkbox"/> Service – Food & Beverage		
<input type="checkbox"/> Retail – Electronics			<input type="checkbox"/> Service – Healthcare / Home living		
<input type="checkbox"/> Retail – Clothing			<input type="checkbox"/> Service – Entertainment		
<input type="checkbox"/> Retail – Other, please specify:			<input type="checkbox"/> Service – Other, please specify:		
4. Year of establishment:					
5. Number of employees: <i>(please tick one)</i>					
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1 – 4	5 – 9	10 – 19	20 – 49	50 – 99	100+

Guidelines

- If you are in **RETAIL**, please complete **all the questions** by ticking the applicable score for your online shop based on the scoring reference
- If you are in **SERVICES and do NOT offer delivery or pickup**, please complete **Questions 1-4, 6-8, 10-20** by ticking the applicable score for your online shop based on the scoring reference
- If you are in **SERVICES and DO offer delivery or pickup**, please complete **Questions 1-8, 10-20** by ticking the applicable score for your online shop based on the scoring reference
- Please specify the total number of "Perfect", "Ok, but" and "Please adjust" on the last table "Overall Score" after the criteria scoring
- You can use the Certification Criteria as a guide to support this Traffic Light Sheet

#	Criteria	Score	Scoring Reference
1	General information Are terms and conditions available?	<input type="checkbox"/>	Perfect ○ Accessible Terms & Conditions page at the bottom of the website's homepage with dedicated sections
		<input type="checkbox"/>	Ok, but ○ Terms & Conditions exist but there is no clear structure (i.e. no clear sections, Terms & Conditions are mixed with data protection, etc.)
		<input type="checkbox"/>	Please adjust ○ Terms & Conditions are equated with FAQ, without binding agreements ○ No Terms & Conditions are available
2	Member information Check if the following information are available: <ul style="list-style-type: none"> • The name of the organization; • The address of the organization; • Contact information including an email address and a phone number; • Check the commercial registration number or any other equivalent to identify the merchant 	<input type="checkbox"/>	Perfect ○ The merchant has a dedicated "About Us" webpage where the following components are displayed: <ul style="list-style-type: none"> • Name of the organization • Address of the organization • Email address and contact number • Commercial registration number (MEC)
		<input type="checkbox"/>	Ok, but ○ Company information is scattered across different sections and there is no designated "About us" section which compiles all the member information ○ No commercial registration number available
		<input type="checkbox"/>	Please adjust ○ None of the following information is made available: <ul style="list-style-type: none"> • Name of the organization • Physical address • Contact information including an email or a phone number

#	Criteria	Score	Scoring Reference
3	Product Information Do the products displayed on the website include at least a description and pictures?	<input type="checkbox"/>	Perfect ○ Product information/characteristics are clearly stated for every product and a good quality (HD) picture is available portraying the product
		<input type="checkbox"/>	Ok, but ○ Product information is available but lack criteria i.e. picture quality is mediocre (e.g. image is pixelated), product information is limited (e.g. 1-2 liners) and not clear
		<input type="checkbox"/>	Please adjust ○ No product information including a description or pictures are made available
4	Transparent and Comprehensive Pricing Are prices disclosed in a transparent and comprehensive manner?	<input type="checkbox"/>	Perfect ○ Pricing is consistent (throughout the pages) and transparent with a clear breakdown of additional fees (loyalty, delivery, tax, etc.) at all stages of buying
		<input type="checkbox"/>	Ok, but ○ Prices are consistent across pages but do not provide the different price elements
		<input type="checkbox"/>	Please adjust ○ Prices are not consistent across pages i.e. upon check-out certain "hidden" fees are including in the final price e.g. redemption fees, loyalty fees <i>Note: It is accepted if the delivery charge is only included in the check-out page</i>

5	<p>Delivery Time, Terms and Fees</p> <p>Are delivery times indicated anywhere on the online shop when the client is ordering a product?</p> <p>Are delivery fees mentioned in a clear manner?</p>	<input type="checkbox"/>	Perfect	<ul style="list-style-type: none"> Delivery fees are mentioned in the Terms & Conditions and on the checkout page Delivery options are stated in the Terms & Conditions Average delivery time is mentioned in the Terms & Conditions Exact delivery time is mentioned once the order is placed
		<input type="checkbox"/>	Ok, but	<ul style="list-style-type: none"> Delivery fees are mentioned in the Terms & Conditions section Delivery time is mentioned when the order is placed but there is no exact timing (i.e. product will be delivered in the next 3 days)
		<input type="checkbox"/>	Please adjust	<ul style="list-style-type: none"> Approximate delivery time is not indicated Delivery fees are not mentioned upon check-out
6	<p>Payment Terms and Processing Fees</p> <p>Which types of payment are offered and what fees (if any) are charged?</p> <p>Are there any restrictions on the offer with certain payment methods?</p>	<input type="checkbox"/>	Perfect	<ul style="list-style-type: none"> Payment methods listed with applicable fees Information regarding money withdrawal in case of credit card clearly stated
		<input type="checkbox"/>	Ok, but	<ul style="list-style-type: none"> Simple listing of payment methods without further explanation of fees and/or reversal
		<input type="checkbox"/>	Please adjust	<ul style="list-style-type: none"> No information about payment methods

7	Cancellation of an Order Is it mentioned anywhere on the online shop that the consumer can cancel his order? <i>Note:</i>	<input type="checkbox"/>	Perfect	<ul style="list-style-type: none"> Right of order cancellation defined with a specific deadline
		<input type="checkbox"/>	Ok, but	<ul style="list-style-type: none"> No deadlines are mentioned but the right to cancel is mentioned
		<input type="checkbox"/>	Please adjust	<ul style="list-style-type: none"> Less than 3 days order cancellation policy No order cancellation policy is mentioned
8	Return, Refund and Exchange Is it mentioned anywhere on the online shop that the consumer can return/exchange/obtain a refund for his order? <i>Note: only refunds are applicable for services</i>	<input type="checkbox"/>	Perfect	<ul style="list-style-type: none"> Clear description of return/refund/exchange policies and the process to be followed when applicable Specific deadlines for return/refund/exchange when applicable
		<input type="checkbox"/>	Ok, but	<ul style="list-style-type: none"> Return, refund and exchange policies are mentioned but with no clear indication on how they will take place i.e. no information on return deadlines, return fees, refund policies (e.g. if I return do I have to exchange with another product?)
		<input type="checkbox"/>	Please adjust	<ul style="list-style-type: none"> No information about return, refund, exchange policy

9	Damages and defects Is the consumer entitled to a replacement and/or refund in case of a product defect?	<input type="checkbox"/>	Perfect	<ul style="list-style-type: none"> o Dedicated section for damages and defects policies o Clear process to be followed for damaged or defected products
		<input type="checkbox"/>	Ok, but	<ul style="list-style-type: none"> o Damages and defects policies are mentioned but not in a dedicated paragraph within the Terms & Conditions webpage o It is not clear when or how the damages and defects policies are applicable
		<input type="checkbox"/>	Please adjust	<ul style="list-style-type: none"> o No information damages and defects policy o Consumers are not entitled to refund or a replacement in case a product is found to have a defect
10	Warranty Is it mentioned anywhere on the online shop if the consumer is eligible for a warranty?	<input type="checkbox"/>	Perfect	<ul style="list-style-type: none"> o Dedicated section in Terms & Conditions for warranty policy and the process to be followed when applicable
		<input type="checkbox"/>	Ok, but	<ul style="list-style-type: none"> o Warranty policy is mentioned but not in a dedicated paragraph within the Terms & Conditions webpage
		<input type="checkbox"/>	Please adjust	<ul style="list-style-type: none"> o Warranty policy is not mentioned anywhere on the website
11	Privacy Policy Is a privacy policy section available and easy to find for consumers?	<input type="checkbox"/>	Perfect	<ul style="list-style-type: none"> o Dedicated webpage for privacy policy dedicated to data protection o Accessible and easy to find at the bottom of the merchant's homepage
		<input type="checkbox"/>	Ok, but	<ul style="list-style-type: none"> o Privacy section is defined as "legal", "legal notice", "secure data transmission"
		<input type="checkbox"/>	Please adjust	<ul style="list-style-type: none"> o No privacy policy section is made available

12	Personal Data When setting an account up or ordering without an account, does the merchant obtain consent to store/use the customer's personal data?	<input type="checkbox"/>	Perfect	<ul style="list-style-type: none"> ○ SSL certification available when entering credit card & account log-in information ○ Obtain consent (tick box) from consumer to store/use their data when setting up an account or placing an order
		<input type="checkbox"/>	Ok, but	<ul style="list-style-type: none"> ○ A clause affirms that by signing up/placing an order, the consumer agrees to the storage/usage of their personal data
		<input type="checkbox"/>	Please adjust	<ul style="list-style-type: none"> ○ No mention of data storage or usage ○ No SSL certification available
13	Payment Data & Commercial registration & CP Commercial permit Are the payment gateways offered secure?	<input type="checkbox"/>	Perfect	<ul style="list-style-type: none"> ○ Payment gateway is PCI compliant ○ Commercial registration provided ○ CP Commercial permit provided
		<input type="checkbox"/>		Please adjust
		<input type="checkbox"/>		
14	Marketing Material Does the privacy policy indicate whether address information is shared for promotional or co-operative purposes?	<input type="checkbox"/>	Perfect	<ul style="list-style-type: none"> ○ Section describing whether data is used for marketing purposes ○ How data is used for marketing material/who it is shared with
		<input type="checkbox"/>	Ok, but	<ul style="list-style-type: none"> ○ No mention in the privacy policy - indirect mention of marketing material in other sections
		<input type="checkbox"/>	Please adjust	<ul style="list-style-type: none"> ○ No mention of marketing material

15	Third Party data sharing Does the privacy policy indicate whether address information is shared with third party entities?	<input type="checkbox"/>	Perfect	<ul style="list-style-type: none"> o Section describing whether data is shared with third parties o Purpose of third party data sharing
		<input type="checkbox"/>	Ok, but	<ul style="list-style-type: none"> o Hidden phrases such "use in the group" are used
		<input type="checkbox"/>	Please adjust	<ul style="list-style-type: none"> o There is no mention if data is shared with third party entities across the website
16	Data collection storage Does the privacy policy refer to the storage of data?	<input type="checkbox"/>	Perfect	<ul style="list-style-type: none"> o Transparent policy describing where and for how long data is stored
		<input type="checkbox"/>	Ok, but	<ul style="list-style-type: none"> o General terms such as "storage of technical information", "log files" are used instead of privacy policy
		<input type="checkbox"/>	Please adjust	<ul style="list-style-type: none"> o No mention on how data is stored
17	Cookies Is the privacy policy informed about the use of cookies?	<input type="checkbox"/>	Perfect	<ul style="list-style-type: none"> o Clear dedicated cookies section describing the type of information saved by cookies and for what purpose o Define how cookies can be deactivated
		<input type="checkbox"/>	Ok, but	<ul style="list-style-type: none"> o No mention in the privacy policy - indirect mention of cookies in other sections o No mention of how cookies can be deactivated
		<input type="checkbox"/>	Please adjust	<ul style="list-style-type: none"> o No mention of cookies or web-tracking

18	Contact Methods Is there a dedicated section to contact the merchant that includes the following: <ul style="list-style-type: none"> ○ Physical address ○ Phone number and email address 	<input type="checkbox"/>	Perfect	<ul style="list-style-type: none"> ○ The "Contact Us" page is easily accessible at the bottom of the merchant's homepage and includes the required information ○ Contact form available for consumers to submit online
		<input type="checkbox"/>	Ok, but	<ul style="list-style-type: none"> ○ The "Contact Us" page is not at the bottom of the merchant's homepage but includes the required information ○ No Contact Form available
		<input type="checkbox"/>	Please adjust	<ul style="list-style-type: none"> ○ None of the following information is made available: <ul style="list-style-type: none"> • Physical address • Phone number and email address
19	Complaint Handling Does the merchant provide a simple complaint handling process?	<input type="checkbox"/>	Perfect	<ul style="list-style-type: none"> ○ All information needed to complain are in one dedicated section and the process followed for complaint handling is defined (e.g. when & by whom the customer is contacted back)
		<input type="checkbox"/>	Ok, but	<ul style="list-style-type: none"> ○ Complaint handling is scattered across different sections and there is no designated page with the process followed
		<input type="checkbox"/>	Please adjust	<ul style="list-style-type: none"> ○ No information regarding complaint handling is available

20 Accessibility Is the information easy to access for all consumers?	<input type="checkbox"/>	Perfect	<ul style="list-style-type: none"> ○ Text displayed in all sections of the webpage uses the same language and follows the same font ○ Consistent navigation across the website (e.g. back button, homepage button, etc. are in the same position across the website) ○ Website is accessible in both Arabic & English
	<input type="checkbox"/>	Ok, but	<ul style="list-style-type: none"> ○ Text displayed in most sections of the webpage uses similar language and follows the same font ○ There is no consistency in the webpage template across pages ○ Website is accessible in Arabic only
	<input type="checkbox"/>	Please adjust	<ul style="list-style-type: none"> ○ Website is in English only