



## ***Merchant Traffic Light Sheet (Services)***

وزارة الإتصالات وتكنولوجيا المعلومات  
Ministry of Communications and Information Technology  
دولة قطر • State of Qatar





#	Criteria	Score	Scoring Reference
1	<b>General information</b> Are terms and conditions available?	<input type="checkbox"/>	<b>Perfect</b> ○ Accessible Terms & Conditions page at the bottom of the website's homepage with dedicated sections
		<input type="checkbox"/>	<b>Ok, but</b> ○ 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"/>	<b>Please adjust</b> ○ Terms & Conditions are equated with FAQ, without binding agreements ○ No Terms & Conditions are available
2	<b>Member information</b> Check if the following information are available: <ul style="list-style-type: none"> <li>The name of the organization;</li> <li>The address of the organization;</li> <li>Contact information including an email address and a phone number;</li> <li>Check the commercial registration number or any other equivalent to identify the</li> </ul>	<input type="checkbox"/>	<b>Perfect</b> ○ The merchant has a dedicated "About Us" webpage where the following components are displayed: <ul style="list-style-type: none"> <li>Name of the organization</li> <li>Address of the organization</li> <li>Email address and contact number</li> <li>Commercial registration number (MEC)</li> </ul>
		<input type="checkbox"/>	<b>Ok, but</b> ○ 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"/>	<b>Please adjust</b> ○ None of the following information is made available: <ul style="list-style-type: none"> <li>Name of the organization</li> <li>Physical address</li> </ul>



#	Criteria	Score	Scoring Reference
	merchant		<ul style="list-style-type: none"> <li>Contact information including an email or a phone number</li> </ul>
3	<b>Product Information</b> Do the products displayed on the website include at least a description and pictures?	<input type="checkbox"/>	<b>Perfect</b> <ul style="list-style-type: none"> <li>Service has a high level description explaining what they offer / the nature of their business</li> </ul>
		<input type="checkbox"/>	<b>Please adjust</b> <ul style="list-style-type: none"> <li>No description of the services offered</li> </ul>
4	<b>Transparent and Comprehensive Pricing</b> Are prices disclosed in a transparent and comprehensive manner?	<input type="checkbox"/>	<b>Perfect</b> <ul style="list-style-type: none"> <li>Pricing is consistent (throughout the pages) and transparent with a clear breakdown of additional fees (loyalty, delivery, tax, etc.) at all stages of buying</li> </ul>
		<input type="checkbox"/>	<b>Ok, but</b> <ul style="list-style-type: none"> <li>Prices are consistent across pages but do not provide the different price elements</li> </ul>
		<input type="checkbox"/>	<b>Please adjust</b> <ul style="list-style-type: none"> <li>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</li> </ul> <p><i>Note: It is accepted if the delivery charge is only included in the check-out page</i></p>
5	<b>Delivery Time, Terms and Fees</b> Are delivery times indicated anywhere on the online shop when the client is ordering a	<input type="checkbox"/>	<b>Perfect</b> <ul style="list-style-type: none"> <li>Delivery fees are mentioned in the Terms &amp; Conditions and on the checkout page</li> <li>Delivery options are stated in the Terms &amp; Conditions</li> <li>Average delivery time is mentioned in the Terms &amp; Conditions</li> <li>Exact delivery time is mentioned once the order is placed</li> </ul>



#	Criteria	Score	Scoring Reference
	product? Are delivery fees mentioned in a clear manner?	<input type="checkbox"/>	<b>Ok, but</b> <ul style="list-style-type: none"> <li>Delivery fees are mentioned in the Terms &amp; Conditions section</li> <li>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)</li> </ul>
		<input type="checkbox"/>	<b>Please adjust</b> <ul style="list-style-type: none"> <li>Approximate delivery time is not indicated</li> <li>Delivery fees are not mentioned upon check-out</li> </ul>
		<input type="checkbox"/>	<b>N/A</b> <ul style="list-style-type: none"> <li>Not applicable for service providers who do not deliver or pick-up</li> </ul>
6	<b>Payment Terms and Processing Fees</b> Which types of payment are offered and what fees (if any) are charged? Are there any restrictions on the offer with certain payment methods?	<input type="checkbox"/>	<b>Perfect</b> <ul style="list-style-type: none"> <li>Payment methods listed with applicable fees</li> <li>Information regarding money withdrawal in case of credit card clearly stated</li> </ul>
		<input type="checkbox"/>	<b>Ok, but</b> <ul style="list-style-type: none"> <li>Simple listing of payment methods without further explanation of fees and/or reversal</li> </ul>
		<input type="checkbox"/>	<b>Please adjust</b> <ul style="list-style-type: none"> <li>No information about payment methods</li> </ul>
7	<b>Cancellation of an Order</b> Is it mentioned anywhere on the online shop that the consumer can cancel his order?	<input type="checkbox"/>	<b>Perfect</b> <ul style="list-style-type: none"> <li>Clear description mentioning whether the customer is allowed to cancel their order or not and if so, define a clear time period</li> </ul>
		<input type="checkbox"/>	<b>Ok, but</b> <ul style="list-style-type: none"> <li>Description mentioning whether the customer is allowed to cancel but no timeline</li> </ul>



#	Criteria	Score	Scoring Reference
		<input type="checkbox"/>	<b>Please adjust</b> <ul style="list-style-type: none"> <li>No order cancellation policy is mentioned</li> </ul>
8	<b>Return, Refund and Exchange</b> 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"/>	<b>Perfect</b> <ul style="list-style-type: none"> <li>Clear description of refund policy and the process to be followed when applicable</li> <li>Specific deadlines for refund when applicable</li> </ul>
		<input type="checkbox"/>	<b>Ok, but</b> <ul style="list-style-type: none"> <li>Refund policy is mentioned but with no clear indication on how it will take place or under what circumstances it will take place</li> </ul>
		<input type="checkbox"/>	<b>Please adjust</b> <ul style="list-style-type: none"> <li>No information about refund policy</li> </ul>
9	<b>Damages and defects</b> Is the consumer entitled to a replacement and/or refund in case of a product defect?	<input type="checkbox"/>	<b>N/A</b> <ul style="list-style-type: none"> <li>Damages and defects are not applicable for services</li> </ul>
10	<b>Warranty</b> Is it mentioned anywhere on the online shop if the consumer is eligible for a warranty?	<input type="checkbox"/>	<b>N/A</b> <ul style="list-style-type: none"> <li>Warranty is not applicable for services</li> </ul>



#	Criteria	Score	Scoring Reference
11	<b>Privacy Policy</b> Is a privacy policy section available and easy to find for consumers?	<input type="checkbox"/>	<b>Perfect</b> <ul style="list-style-type: none"> <li>○ Dedicated webpage for privacy policy dedicated to data protection</li> <li>○ Accessible and easy to find at the bottom of the merchant's homepage</li> </ul>
		<input type="checkbox"/>	<b>Ok, but</b> <ul style="list-style-type: none"> <li>○ Privacy section is defined as "legal", "legal notice", "secure data transmission"</li> </ul>
		<input type="checkbox"/>	<b>Please adjust</b> <ul style="list-style-type: none"> <li>○ No privacy policy section is made available</li> </ul>
12	<b>Personal Data</b> 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"/>	<b>Perfect</b> <ul style="list-style-type: none"> <li>○ SSL certification available when entering credit card &amp; account log-in information</li> <li>○ Obtain consent (tick box) from consumer to store/use their data when setting up an account or placing an order</li> </ul>
		<input type="checkbox"/>	<b>Ok, but</b> <ul style="list-style-type: none"> <li>○ A clause affirms that by signing up/placing an order, the consumer agrees to the storage/usage of their personal data</li> </ul>
		<input type="checkbox"/>	<b>Please adjust</b> <ul style="list-style-type: none"> <li>○ No mention of data storage or usage</li> <li>○ No SSL certification available</li> </ul>
13	<b>Payment Data &amp; Commercial registration &amp; CP Commercial permit</b>	<input type="checkbox"/>	<b>Perfect</b> <ul style="list-style-type: none"> <li>○ Payment gateway is PCI compliant</li> <li>○ Commercial registration provided</li> <li>○ CP Commercial permit provided</li> </ul>



#	Criteria	Score	Scoring Reference
	Are the payment gateways offered secure?		<p><b>Please adjust</b></p> <ul style="list-style-type: none"> <li>Payment gateway is not PCI compliant</li> <li>Commercial registration &amp; CP Commercial permit not provided</li> </ul>
14	<b>Marketing Material</b> Does the privacy policy indicate whether address information is shared for promotional or co-operative purposes?	<input type="checkbox"/>	<p><b>Perfect</b></p> <ul style="list-style-type: none"> <li>Section describing whether data is used for marketing purposes</li> <li>How data is used for marketing material/who it is shared with</li> </ul>
		<input type="checkbox"/>	<p><b>Ok, but</b></p> <ul style="list-style-type: none"> <li>No mention in the privacy policy - indirect mention of marketing material in other sections</li> </ul>
		<input type="checkbox"/>	<p><b>Please adjust</b></p> <ul style="list-style-type: none"> <li>No mention of marketing material</li> </ul>
15	<b>Third Party data sharing</b> Does the privacy policy indicate whether address information is shared with third party entities?	<input type="checkbox"/>	<p><b>Perfect</b></p> <ul style="list-style-type: none"> <li>Section describing whether data is shared with third parties</li> <li>Purpose of third party data sharing</li> </ul>
		<input type="checkbox"/>	<p><b>Ok, but</b></p> <ul style="list-style-type: none"> <li>Hidden phrases such "use in the group" are used</li> </ul>
		<input type="checkbox"/>	<p><b>Please adjust</b></p> <ul style="list-style-type: none"> <li>There is no mention if data is shared with third party entities across the website</li> </ul>
16	<b>Data collection storage</b> Does the privacy policy refer to the storage of	<input type="checkbox"/>	<p><b>Perfect</b></p> <ul style="list-style-type: none"> <li>Transparent policy describing where and for how long data is stored</li> </ul>
		<input type="checkbox"/>	<p><b>Ok, but</b></p> <ul style="list-style-type: none"> <li>General terms such as "storage of technical information", "log files" are used instead of privacy policy</li> </ul>



#	Criteria	Score	Scoring Reference	
	data?		<b>Please adjust</b>	<ul style="list-style-type: none"> <li>No mention on how data is stored</li> </ul>
17	<b>Cookies</b> Is the privacy policy informed about the use of cookies?	<input type="checkbox"/>	<b>Perfect</b>	<ul style="list-style-type: none"> <li>Clear dedicated cookies section describing the type of information saved by cookies and for what purpose</li> <li>Define how cookies can be deactivated</li> </ul>
		<input type="checkbox"/>	<b>Ok, but</b>	<ul style="list-style-type: none"> <li>No mention in the privacy policy - indirect mention of cookies in other sections</li> <li>No mention of how cookies can be deactivated</li> </ul>
		<input type="checkbox"/>	<b>Please adjust</b>	<ul style="list-style-type: none"> <li>No mention of cookies or web-tracking</li> </ul>
18	<b>Contact Methods</b> Is there a dedicated section to contact the merchant that includes the following: <ul style="list-style-type: none"> <li>Physical address</li> </ul>	<input type="checkbox"/>	<b>Perfect</b>	<ul style="list-style-type: none"> <li>The "Contact Us" page is easily accessible at the bottom of the merchant's homepage and includes:                             <ul style="list-style-type: none"> <li>Physical address</li> <li>Phone number AND email address</li> </ul> </li> <li>Contact form available for consumers to submit online</li> </ul>





#	Criteria	Score	Scoring Reference
	<ul style="list-style-type: none"> <li>Phone number and email address</li> </ul>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>The "Contact Us" page is not at the bottom of the merchant's homepage and includes:                             <ul style="list-style-type: none"> <li>Physical address</li> <li>Phone number OR email address</li> </ul> </li> <li>No Contact Form available</li> </ul>
		<input type="checkbox"/>	<ul style="list-style-type: none"> <li>None of the following information is made available:                             <ul style="list-style-type: none"> <li>Physical address</li> <li>Phone number and email address</li> </ul> </li> </ul>
19	<b>Complaint Handling</b> Does the merchant provide a simple complaint handling process?	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>All information needed to complain are in one section and the process followed for complaint handling is defined (e.g. when &amp; by whom the customer is contacted back)</li> </ul>
		<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Complaint handling is scattered across different sections (contact information available) and there is no designated page with the process followed</li> </ul>
		<input type="checkbox"/>	<ul style="list-style-type: none"> <li>No information regarding complaint handling is available</li> </ul>



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

*Note: A member is eligible to the membership as long as they receive an overall score of Green or Orange or when all the Red scored criteria are amended to an Orange or Green score.*