



# ISIS

## ACCREDITATION

the quality marque for e-retailers

ISIS enables all reputable online merchants to compete for trade on a level playing field.



ISIS-accredited merchants account for two thirds of all UK online shopping.



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[www.imrg.org](http://www.imrg.org) [market@imrg.org](mailto:market@imrg.org)

## Internet shopping is safe

where you see this sign:



<http://www.imrg.org/ISIS>

## ISIS Accreditation©

**//** *dabs.com fully supports the ISIS scheme, and shares its goal of making the internet a more trustworthy place to do business.* **//**  
**Jonathan Wall, Marketing director - dabs.com**  
<http://www.dabs.com/>

The ISIS Merchant Accreditation Scheme enables all reputable online merchants to compete for trade on a level playing field. ISIS-accredited merchants now account for approximately two thirds of all UK online shopping.

### SOME PROMINENT ISIS MEMBERS:

B&Q, dabs.com, Empire Stores, Freemans, Kays, La Redoute, Interflora, Marshall Ward, Boots Direct, QVC, Reebok, Tesco...

The ISIS (Internet Shopping Is Safe) scheme lets consumers easily check with just one click the ISIS registration status of any participating merchant. The scheme is self-funding, and merchant participation is low-cost from just £125+VAT per annum.

The primary benefit to consumers is reassurance that they can shop with confidence from all of the shops listed on the ISIS SAFE SHOPS LIST because each has:

- registered with the ISIS programme and subscribed to principles which require it to trade in a manner that is LEGAL, DECENT, HONEST, TRUTHFUL AND FAIR;
- had its site and service reviewed and monitored by IMRG;
- had its Business, VAT and Data Protection registrations checked by IMRG.

As an on-line retailer, the answer to all of these questions is [ISIS Accreditation©](#):

- ✓ how can shoppers know that I'm trustworthy?
- ✓ who will warn me of problems I should know about?
- ✓ how will I know if I'm complying with all relevant legislation?
- ✓ where do I go to for e-retail industry news and information?
- ✓ who can give me expert advice and guidance if things go wrong?

The ISIS merchant accreditation scheme is managed by IMRG, the industry body for e-retailing, which was formed in 1990 and is based in Holborn, London, UK.

ISIS Accreditation© costs £125+VAT per annum provides:

- ◆ use of the ISIS logo on your site, linking to your own verification certificate
- ◆ listing on the ISIS SAFE SHOPS LIST
- ◆ the IMRG CODE OF PRACTICE - comply with this and your site will be legal and user-friendly
- ◆ periodic email updates and alerts from IMRG

ISIS PREMIUM Accreditation© costs £400+VAT per annum and additionally provides:

- ◆ PREMIUM LISTING on the ISIS SAFE SHOPS LIST
- ◆ PUBLICITY in ISIS promotional campaigns.
- ◆ Monthly PRESS RELEASES and IMRG COMMENT ARTICLE'S.

**HOW TO JOIN:** sign up for ISIS Accreditation© online here:  
<http://www.imrg.org/ISIS>

**//** *ISIS Accreditation has increased our trade.  
The ISIS logo gives customers confidence that  
RC Roland & Son are trustworthy.* **//**  
**Jeff Roland, Partner - RC Roland & Son,  
Family Butchers, Northumberland**  
<http://www.thesteakpeople.co.uk/>

## Contact Details

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