

SELF ASSESSMENT CHECKLIST for quality e-marketplaces, Version 2.0 September 2005

About this Self Assessment Checklist

The following free Self-Assessment Checklist has been developed by eMarket Services and Det Norske Veritas ([DNV](#)). DNV is a certification and risk management company with a global network of 300 offices in 100 countries.

We have developed this Checklist to make it easier for visitors to [eMarket Services](#) to find quality e-markets. It is intended to help e-markets grow trust, improve their business longevity, grow the confidence of e-market users, and promote a healthy e-business environment. The Checklist is based on DNV's EBtrust standard and is an indicator of an electronic marketplace's maturity. It is relevant to any company conducting e-business who is interested in being certified to the EBtrust standard; however it must not be construed to contain all the requirements of the EBtrust standard. E-markets interested in being certified to the EBtrust standard should refer to the information on DNV below.

How to Use this Self Assessment Checklist

The checklist is comprised of 38 questions across 6 areas: General Business, Ethics, Infrastructure, Security, Process and Organisation, and Marketing. It is in the simple format **Yes / Not Applicable** and should take no longer than 30 minutes to complete. It provides an indication of the types of practices the better e-marketplaces are adopting to increase trust and provide their users with high quality service.

- **Buyers and sellers** considering using e-marketplaces are invited to read this checklist to be aware of some of the desirable features and practices.
- **Electronic marketplaces** are invited to complete this self-assessment checklist. We hope the Checklist will be a useful resource for e-marketplaces in the process of improving their provisions for security, privacy and other topics covered in the Checklist.

About DNV

[Det Norske Veritas](#) (DNV) is an independent foundation established in 1864 with the objective of safeguarding life property and the environment. DNV is a leading international provider of services for managing risk with 5,500 employees in over 300 offices in 100 different countries. DNV is headquartered in Oslo, Norway. The growing use of Internet technologies has resulted in e-business, and to meet the demanding needs of the e-business market, DNV has developed its [EBtrust](#) standard drawn from its long experience of management systems.

The use and implementation of this standard would result in systems, practices and technology, which generate trust between buyers and service providers in e-business. The users of this standard will be able to develop and implement methods and technologies to enhance confidence of buyers and partners. Organizations who have implemented the standard would be able to have the e-business system certified by DNV. Certification will enable the display of the EBtrust mark on the website. This trust mark communicates the scope, purpose and intent of the certification. The display of the mark is the extension of the DNV brand to create confidence in buyers.

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SELF ASSESSMENT CHECKLIST for quality e-marketplaces
Applicant's Details

Name of e-marketplace:						
Date e-marketplace was launched						
Name of person submitting this form:						
Position or Job Title:						
Email Address:						
Website Address:						
Street Address:						
Town/City:						
State/Province:						
Country:						
Zip/Postal Code:						
Phone Number:	Country Code		Area Code		Number	

General Requirements

#	Checkpoint	Yes	NA	If NA, explain why. If Yes, other comments are welcome.
1	Is there a Statement of Privacy on the website?			
2	Does the e-marketplace describe its business on the website? For example, who are your shareholders, managers, clients / customers, technology			
3	Are the terms and conditions for doing business in the e-marketplace stated on the site?			
4	Has the e-marketplace documented a process for resolving disputes that may arise?			
5	Does the e-marketplace state on the site its full contact details of the main office, including phone number, street address, and email?			
6	Does the e-marketplace regularly review its services and update them to meet members' needs			

Ethics

#	Checkpoint	Yes	NA	If NA, explain why. If Yes, other comments are welcome.
1	Does the e-marketplace have an ethical policy? <i>An ethical policy should cover aspects like the e-marketplace's vision, mission and values/principles. It may also cover what stakeholders can expect if any illegal activities occur on the e-marketplace to breach the User Agreement. Example – see The Ethical Policy of Shipyard Exchange www.syx.com</i>			
2	Does the e-marketplace have an ethical code of conduct for employees in line with the ethical policy? <i>This may include employees being required to sign a declaration of secrecy.</i>			
3	Are the ethical policy and code of conduct communicated internally, and are they on your site?			
4	Are processes for managing unethical and illegal behaviour defined?			
5	Within the scope of the privacy policy does the e-marketplace show respect of privacy by 1. Using information collected from interested parties only for the purpose explicitly stated when collected? 2. Keeping the information confidential? 3. Enabling customers to manage their own personal information?			

Infrastructure

#	Checkpoint	Yes	NA	If NA, explain why. If Yes, other comments are welcome.
1	Has the e-marketplace documented the various methods used for collection of data and the intended purpose of such collected data?			
2	Is the e-marketplace content comprehensive, correct and up-to-date?			
3	Are the ICT (information, communications and telecommunications) systems under surveillance and are there processes to ensure system availability and business continuity?			
4	Are mechanisms implemented to protect the e-marketplace from malicious attacks (including Denial of Service attacks)?			

Security

#	Checkpoint	Yes	NA	If NA, explain why. If Yes, other comments are welcome.
1	Has the e-marketplace established and documented a policy regarding e-business security (for example is SSL in use)?			
2	Are potential security risks identified and their significance periodically assessed? <i>For example: viruses, unauthorised staff accessing data, control of user passwords etc</i>			
3	Does the risk assessment cover organizational, physical and logical security?			
4	Are responsibilities related to computer security in the organization and its service providers clearly defined?			
5	Are physical assets and data protected from accidents and natural disasters? <i>For example with back-up systems and data recovery processes</i>			
6	Are relevant employees trained in their roles and responsibilities in business contingency plans?			
7	Does the organization have suitable data access controls and authentication methods?			
8	Are there backup methods of systems and data?			
9	Are data disposal procedures in place (covering hardcopy, disks, diskettes, magnetic tapes, obsolete equipment)?			
10	Does the organization monitor, analyze and review its performance with respect to security periodically, including <ol style="list-style-type: none"> i. Security breaches? ii. Network intrusions? iii. Incident handling? iv. Audit trails? v. Alarms? vi. Anomaly identification? vii. Intrusion response? viii. Virus protection? 			

Process and Organization

#	Checkpoint	Yes	NA	If NA, explain why. If Yes, other comments are welcome.
1	Does the e-marketplace reveal all relevant information that describes the characteristics of the services/products it offers to users of the e-market and applicable terms for engaging in an electronic transaction?			
2	Is support provided to help users make a request/order? <i>This could be in the form of online training, telephone support or clear guidelines</i>			
3	Is request/order acceptance confirmed to the seller and / or buyer? <i>This may vary depending on the e-marketplaces' business processes</i>			
4	Are terms and conditions of sale in accordance with local laws?			
5	Does the e-marketplace keep track of customer requests/orders?			
6	Is customer support provided? <i>For example 24 x 7 help desk; scaled levels of support; and support in the local region (relevant if the e-marketplace has members in different countries)</i>			
7	Is customer feedback collected and analysed? <i>This feedback could be about various things including: business processes; functionality; site content; quality of support service provided by the e-marketplace.</i>			
8	Are customers informed at some stage in the business process: <ul style="list-style-type: none"> i. About how collected information will be used? ii. That they can opt out from issuing information that is not necessary for transactions? 			

Web Marketing

#	Checkpoint	Yes	NA	If NA, explain why. If Yes, other comments are welcome.
1	Has the e-marketplace identified potential markets and potential customers within those markets?			
2	Have expectations of target customers relative to e-business policy been determined and analysed?			
3	Are competitors being monitored?			
4	Does the organization have a marketing plan?			
5	Does the organization have a communication strategy focusing on on-line brand value, website identity, reputation and web traffic?			

Acknowledgement

Electronic Marketplaces who answer YES to all questions or can convincingly explain why the question is Not Applicable (NA) to their e-marketplace, will receive a comment that the e-marketplace has completed the checklist in the Free Comments field in the eMarket Services directory listing of the e-marketplace.

If the e-marketplace has acquired a trust mark by completing a full certification program with DNV or other recognized certification bodies that trust mark will be displayed together with the other information we publish in our directory about the e-marketplace.

Contact

eMarket Services welcomes feedback on this Checklist to ensure its continuous improvement. To provide feedback or for further information **Contact Us:**

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