



European
Commission

EU trust mark

Questions & Answers¹

1. What does the new EU trust mark for qualified trust services look like?



It was created by Igor Štumberger, from Slovenia who won the [e-Mark U Trust Competition](#). It symbolises security (the lock), the European Union (represented by the colours and stars derived from the European flag) and trust (the tick).

The graphical details of the EU trust mark logo are specified in Articles 2 and 3 of [Commission Implementing Regulation \(EU\) 2015/806](#).

You can also consult the user manual available [here](#).

2. What is the meaning of the new EU trust mark?

The EU trust mark for qualified trust services identifies the qualified trust services provided by qualified trust service providers. It guarantees that the trust service (such as an electronic signature, seal, time-stamp, registered delivery service or website authentication) provided by a trust service provider which displays this logo on its website is trusted and is in line with the requirements under Regulation (EU) No 910/2014 (eIDAS Regulation).

This applies as from 1 July 2016 when the rules related to electronic trust services under eIDAS Regulation take effect. As from that date the EU trust mark will identify the qualified trust services provided by qualified trust service providers. An EU trust mark for qualified trust services aims to clearly differentiate qualified trust services from other trust services and thus contribute to transparency in the market.

¹ This document has been conceived as an informative document. It does not intend to produce legally binding effects and by its nature does not prejudice any measure taken by the Commission or by a Member State within the implementation prerogatives under European Union legislation, nor any case law developed with regard to such legislation.

3. What needs to be considered by using the new EU trust mark?

In 2014, the Commission organised the [e-Mark U Trust Competition](#) for students of art and design from the Member States to gather proposals for a new logo. The trustmark had to be simple, original and clever, and convey a sense of trust and reassurance. A jury of experts selected the three best proposals based on the criteria specified in the e-Mark U Trust Competition technical and design specifications. An online consultation was held from 14 October to 14 November 2014. The proposed logo chosen by the majority of the website's visitors over that period and endorsed by a final jury, was selected as the new EU trust mark for qualified trust services by the [Commission Implementing Regulation \(EU\) 2015/806 of 22 May 2015](#). See also European Commission [VP Ansip's blog](#).

4. What needs to be considered when using the EU trust mark logo?

The relevant European legislation is the Regulation (EU) No 910/2014 ([eIDAS Regulation](#)) and the [Commission Implementing Regulation \(EC\) No 2015/806](#) which lay down the rules for the use of the logo, as well as the specifications relating to the form of the EU trust mark for qualified trust services. Moreover, the European Commission's Directorate-General for Communications Networks, Content and Technology has developed a detailed user manual, which includes concrete guidelines for the application of the EU trust mark for qualified trust services. The user manual is available for download [here](#).

More information on the EU List of Trusted Lists can be found [here](#).

5. Is the use of the new EU trust mark compulsory?

No. A qualified trust service provider can decide whether or not to display the EU trust mark to identify a qualified trust service it provides. If the qualified trust service provider decides to use the EU trust mark, it will have to include a link to the relevant Trusted List on its website.

6. Who can use the EU trust mark?

The EU trust mark can be used by qualified trust service providers to indicate in a simple, recognisable and clear manner the qualified trust services they provide.

A trust service provider and the trust services it provides should be considered qualified when the qualified status is granted to the provider by including it in a trusted list.

7. What are the trusted lists?

Trusted lists are important elements in the building of trust among market operators as they indicate the qualified status of a service provider.

Each Member State is responsible for establishing, maintaining and publishing trusted lists (in line with Article 22 of Regulation (EU) No 910/2014 and the Commission Implementing Decision (EC) No 2015/1505). These lists include information on the qualified trust service providers which the Member States supervise, as well as on the qualified trust services provided by them.

In order to allow easy and convenient access to the trusted lists of all Member States, the Commission centralises the publication of "national trusted lists". The EU "list of trusted lists" is available [here](#).

8. Are qualified trust service providers obliged to use the EU trust mark logo?

The use of an EU trust mark by qualified trust service providers is voluntary and does not introduce any requirements other than those provided for in the [eIDAS Regulation](#).

9. What are the obligations for the users of the EU trust mark logo?

When using the EU trust mark for the qualified trust services, qualified trust service providers must publish on their website a link to the relevant trusted list.

They should also observe the rules concerning the format of the EU trust mark for qualified trust services, specified in the [Commission Implementing Regulation \(EU\) 2015/806](#).

10. From which date can the EU trust mark logo be used?

The rules on trust services under the eIDAS Regulation take effect on 1 July 2016. As of this date, the EU trust mark can be used by those trust service providers who have received the qualified status in line with the Regulation.

11. When can the EU trust mark not be used?

The EU trust mark for qualified trust services cannot be used for a service which is not qualified, i.e. that does not satisfy the requirements set out under the eIDAS Regulation and does not appear in the trusted lists.

Examples of use:

Can the logo be used on packaging material of the following qualified trust services (meaning that they satisfy the applicable requirements set out under Regulation (EC) No 910/2014)?

- qualified trust services: **YES**
- non qualified trust services: **NO**
- Qualified Signature Creation Devices (QSCDs): **NO**

12. Why should I trust the information included in the Trusted Lists?

Qualified trust service providers (QTSPs) and the qualified trust services (QTSs) they provide are included in the Trusted Lists following a strict initiation process where the supervisory body verifies that the Qualified Trust Service Providers and the Qualified Trust Services they intend to provide meet the applicable requirements of the eIDAS Regulation. Such QTSPs and QTSs are furthermore audited on ad hoc or regular basis (at least every 24 months). The trusted lists are managed by Member States which are obliged to update them and ensure that the right information is disclosed.

13. What are the technical aspects of using the logo?

The trust mark may be associated with graphical or textual elements clearly indicating qualified trust services it is used for.

For the technical aspects please consult the user manual of the EU Trust Mark for qualified trust services: [\[here\]](#)



For more information:



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