



TRUSTED MARK® CERTIFICATION SCHEME

TRUST 150 - STANDARDS FOR RETAILERS

Revision History

Version	Effective Date	Description of Revision
1.0	20.12.2016	Original publication
2.0	25.11.2020	COVID-19 protocols incorporated
3.0	28.11.2022	COVID-19 protocols withdrawn and enhanced hygiene and safety requirements incorporated
4.0	19.07.2026	Minor revisions
5.0	03.08.2026	Comprehensive revision incorporating updated customer-centric requirements, Mystery Audit Guidelines and Certification Body Audit Guidelines, and alignment with the revised IRF TRUSTED MARK® Certification Scheme

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Customer-Centric Standards with Certification Body Audit & Mystery Audit Guidelines

The **Trust 150 - Standards for Retailers** form the technical foundation of the **IRF Trusted Mark® Certification Scheme**. These Standards establish comprehensive customer-centric requirements that Organisations are expected to implement in order to deliver consistent, safe, transparent and trustworthy retail products, services and customer experiences.

Each Trust 150 Standard has been developed for a specific retail or service category, recognising that customer expectations, operational practices and regulatory requirements vary across different sectors. Accordingly, every category-specific Standard incorporates the relevant requirements necessary to evaluate customer experience, operational excellence, statutory compliance and continual improvement.

To facilitate consistent implementation and conformity assessment, each Trust 150 Standard also includes:

- **Certification Body (CB) Audit Guidelines** to assist Certification Bodies in evaluating documented systems, implementation processes and objective evidence during certification audits; and
- **Mystery Audit (MA) Guidelines** to assist authorised Mystery Auditors in independently assessing the actual customer experience through observation, interaction, mystery shopping and, where applicable, digital evaluation.

Together, these integrated guidelines ensure that every Trust 150 Standard can be assessed consistently through both system-based certification audits and real-world customer experience evaluations, thereby strengthening confidence in the integrity of the IRF Trusted Mark® Certification Scheme.

The category-specific Trust 150 Standards available under this series are listed below.

Available Category Standards

- **Trust 150.A.1** – Trusted Shop Standard for **Fashion** (Apparel, Footwear, Sportswear, Watches & Accessories – Single Brand Stores, Multi-Brand Stores & Department Stores)
 - **Trust 150.A.2** – Trusted Shop Standard for **Food & Grocery** (Supermarkets, Grocery Chains & Gourmet Food Retailers)
 - **Trust 150.A.3** – Trusted **Hypermarket** Standard
 - **Trust 150.A.4** – Trusted **Lifestyle** Standard (Home Décor, Leisure & Luggage)
 - **Trust 150.A.5** – Trusted **Consumer Electronics & Telecom** Standard
 - **Trust 150.A.6** – Trusted **Consumer Durables** Standard
 - **Trust 150.A.7** – Trusted **Beauty & Cosmetics** Standard
 - **Trust 150.B** – Trusted **Spa** Standard
 - **Trust 150.C** – Trusted **Salon** Standard
 - **Trust 150.D** – Trusted **Care** Standard (Gyms, Fitness Centres & Healthcare Services)
 - **Trust 150.E** – Trusted **Restaurant** Standard
 - **Trust 150.F** – Trusted **Cineplex** Standard
 - **Trust 150.G** – Trusted **Funzone** Standard
 - **Trust 150.H** – Trusted **Pharmacy** Standard
 - **Trust 150.I** – Trusted **Jewellery** Standard
 - **Trust 150.J** – Trusted **e-Shop** Standard
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