TRUSTED MARK® CERTIFICATION SCHEME

TRUST 152 - TRUSTED SHOPPING CENTRE STANDARD

Revision History

Version	Date	Description
1.0	24.11.2020	Original publication
2.0	28.11. 2022	COVID-19 protocols incorporated
3.0	19.07.2026	COVID-19 protocols withdrawn and enhanced hygiene and safety requirements incorporated
4.0	01.08.2026	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

Scheme Owner:
IRF Trusted Mark LLP

Trusted Mark Secretariat

S 61A, Okhla Industrial Area, Phase II, New Delhi - 110 020 India

Ph: +91 11 40525000 F: 011-40525001

Email – rsroy@irftrustedmark.org

www.irftrustedmark.org

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1. Introduction

Shopping Centres have evolved far beyond being destinations for shopping. They are today vibrant community spaces where people shop, dine, work, relax, socialise and experience entertainment. As customer expectations continue to evolve, successful Shopping Centres are distinguished not only by the brands they host but also by the quality, consistency and reliability of the experiences they deliver.

The **IRF Trusted Mark® Certification Scheme for Shopping Centres** has been developed to provide a comprehensive customer-centric framework for evaluating the systems, processes, services and facilities that contribute to customer confidence and satisfaction.

Unlike conventional operational audits that primarily assess compliance with internal procedures or statutory requirements, the Trusted Mark® Certification Scheme evaluates how effectively a Shopping Centre translates its policies, infrastructure and operational practices into safe, convenient, accessible and memorable customer experiences.

The Scheme encourages Shopping Centres to continuously improve their customer-centric capabilities while providing customers, retailers and other stakeholders with greater confidence in the quality of facilities and services delivered.

2. Purpose

The purpose of this Standard is to establish a common framework for evaluating customer-centric practices across Shopping Centres operating under diverse ownership models, sizes, locations and market segments.

The Standard defines the requirements that Shopping Centres should implement to consistently deliver safe, convenient, accessible and customer-focused environments while promoting continual improvement in operational excellence and customer experience.

It also provides the foundation for certification under the **IRF Trusted Mark® Certification Scheme**.

3. Scope

This Standard applies to Shopping Centres, malls, mixed-use retail destinations and other organised retail properties seeking certification under the IRF Trusted Mark® Certification Scheme.

The requirements are applicable, as appropriate, to:

- neighbourhood Shopping Centres;
- community Shopping Centres;
- regional Shopping Centres;
- destination malls;
- lifestyle centres;
- mixed-use retail developments;
- outlet centres; and
- other organised retail destinations.

The Standard is designed to be applicable irrespective of the Shopping Centre's size, ownership structure, location or market positioning.

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4. Certification Philosophy

The Trusted Mark® Certification Scheme is founded on the principle that customer trust is built through the consistent delivery of safe, reliable and customer-centric experiences. The Scheme recognises that Shopping Centres differ significantly in terms of scale, facilities, tenant mix, customer demographics and investment levels. Accordingly, certification is based not on the size or luxury positioning of a Shopping Centre, but on how effectively it delivers the facilities and services that it chooses to offer.

The Scheme therefore seeks to:

- promote customer confidence;
- encourage continual improvement;
- recognise operational excellence;
- provide objective and independent assessment; and
- establish nationally recognised benchmarks for customer-centric Shopping Centre management.

Where a Shopping Centre provides a facility, service or customer amenity, it shall conform to the applicable requirements of this Standard.

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5. Customer-Centric Approach

The requirements contained in this Standard have been developed from the perspective of customer expectations rather than internal organisational structures. Accordingly, the Standard focuses on areas that directly influence the customer experience, including:

- safety and security;
- cleanliness and hygiene;
- accessibility and inclusiveness;
- convenience;
- communication;
- facilities and amenities;
- digital engagement;
- sustainability;
- customer service; and
- complaint resolution.

Internal management systems are addressed only where they directly influence customer outcomes.

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6. Principles of the Standard

The Standard is based upon the following principles.

6.1 Customer First

Every requirement should contribute towards improving customer confidence, convenience, safety or satisfaction.

6.2 Outcome-Based Requirements

The Standard specifies the outcomes that Shopping Centres are expected to achieve while allowing flexibility in the processes and methods adopted to achieve those outcomes.

6.3 Consistency

Customers should receive consistent levels of service throughout the Shopping Centre irrespective of the day, time or point of interaction.

6.4 Inclusiveness

Shopping Centres should endeavour to provide environments that are accessible, welcoming and convenient for all customers, including senior citizens, children and persons with disabilities.

6.5 Continual Improvement

Shopping Centres are encouraged to continually enhance customer experiences by adopting evolving best practices, technologies and service innovations.

6.6 Evidence-Based Assessment

Certification decisions shall be based upon objective evidence gathered through Certification Body Audits and Mystery Audits.

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7. Assessment Framework

Certification under the IRF Trusted Mark® Scheme is based on two complementary assessment methodologies.

7.1 Certification Body Audit

The Certification Body Audit evaluates the implementation and effectiveness of the Shopping Centre's documented systems, processes, records and operational controls through objective evidence.

Certification Body Audit Principle: Where a customer-facing requirement has already been evaluated through the Mystery Audit, the Certification Body Auditor shall primarily verify documented evidence, implementation and the effectiveness of corrective actions taken against Mystery Audit findings. Repeat physical verification should be undertaken only where necessary to establish confidence in implementation, verify corrective actions or where significant changes have occurred since the Mystery Audit.

7.2 Mystery Audit

The Mystery Audit evaluates the customer experience by assessing facilities, services and customer interactions from the perspective of an ordinary customer without prior notice to the Shopping Centre.

Mystery Audit Principle: The Mystery Audit shall evaluate only those facilities, services and customer interactions that can reasonably be experienced, observed or assessed by an ordinary customer during the customer journey. Mystery Auditors shall not verify internal documents, records, management systems or statutory compliance unless such information is publicly displayed or forms part of the normal customer experience.

Together, these two assessment methodologies provide a comprehensive evaluation of both operational implementation and actual customer experience.

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8. Structure of the Standard

The detailed requirements contained within this Standard are organised into the following broad categories:

- Regulatory Compliance
- Sustainability
- Human Resource Practices
- Communication
- Goods and Services
- Terms and Conditions of Hosting
- Information Technology and Digital Customer Experience
- Centre Services and Customer Feedback
- Safety and Security

Each section of this Standard comprises:

- Trust Requirements;
- Certification Body Audit Guidelines; and
- Mystery Audit Guidelines.

Separate Self-Evaluation, Certification Body Audit Scoring and Mystery Audit Workbooks have been developed to support implementation and assessment of this Standard.

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9. Applicability of Requirements

Certain customer facilities and services addressed in this Standard may not be applicable to every Shopping Centre because of differences in size, location, customer profile or business model.

Where a particular facility or service is not provided, the relevant requirement may be treated as **Not Applicable (NA)**, provided that such exclusion does not compromise customer safety, regulatory compliance or the core customer experience.

Where a Shopping Centre elects to provide a facility or service, it shall conform to the applicable requirements of this Standard.

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10. Continual Improvement

Certification should not be regarded as the final objective.

Shopping Centres are encouraged to periodically review customer expectations, adopt emerging best practices and continually improve their systems, facilities and services to strengthen customer confidence and enhance the overall shopping experience.

SECTION A – REGULATORY COMPLIANCE

Objective

To provide customers with confidence that the Shopping Centre operates in compliance with applicable statutory and regulatory requirements relevant to the development, operation, maintenance and management of the Shopping Centre.

Clause	Trust 152 Requirement	Certification Body Audit Guideline	Mystery Audit Guideline
A.1	The Shopping Centre shall identify and document all statutory and regulatory requirements applicable to its operations.	Verify that applicable statutory and regulatory requirements have been identified, documented and periodically reviewed.	Not Applicable.
A.2	The Shopping Centre shall obtain, maintain and comply with all applicable statutory licences, registrations, permits, approvals and No Objection Certificates (NOCs) necessary for its operations.	Verify the availability, validity and compliance status of applicable licences, registrations, permits, approvals and NOCs on a sample basis. Refer Annexure A.	Observe, where visible to customers, whether mandatory statutory licences, notices or public information required to be displayed are available.
A.3(a)	The Shopping Centre shall comply with applicable consumer protection requirements relevant to its operations.	Verify compliance through documented evidence, procedures and records.	Observe whether customer-facing practices appear consistent with applicable consumer protection requirements.
A.3(b)	The Shopping Centre shall comply with applicable fire, life safety, public safety and emergency preparedness requirements.	Verify statutory approvals, inspection reports, maintenance records, emergency preparedness arrangements and related objective evidence.	Observe whether obvious conditions exist that may present safety risks to customers, visitors or occupants.
A.3(c)	The Shopping Centre shall comply with applicable environmental requirements relating to its operations.	Verify compliance through documented evidence and statutory records.	Observe customer-visible environmental practices, where applicable.
A.3(d)	The Shopping Centre shall comply with applicable labour and employment requirements relevant to its operations.	Verify compliance through documented evidence and statutory records.	Not Applicable.
A.3(e)	The Shopping Centre shall ensure that all applicable building, occupancy and operational approvals remain valid throughout the certification period.	Verify the validity of approvals, renewals and supporting records.	Not Applicable.
A.3(f)	The Shopping Centre shall establish and maintain documented arrangements for monitoring the validity, renewal and continuing compliance of all applicable statutory licences, registrations, permits, approvals and No Objection Certificates (NOCs) to ensure there is no lapse in statutory compliance.	Verify documented monitoring mechanisms, renewal schedules, responsibility assignments, supporting records and corrective actions, where applicable.	Not Applicable.
A.4	The Shopping Centre shall maintain records necessary to demonstrate compliance with applicable statutory and regulatory requirements.	Verify that applicable compliance records are maintained, readily retrievable and available for review.	Not Applicable.

ANNEXURE A

Statutory Licences, Registrations, Permits, Approvals and No Objection Certificates

Purpose

This Annexure provides guidance on the statutory licences, registrations, permits, approvals and No Objection Certificates (NOCs) that may be applicable to Shopping Centre operations.

The applicability of each statutory requirement depends upon:

- the size of the Shopping Centre;
- applicable Central, State and Local Government regulations;
- the nature of facilities and services provided;
- occupancy characteristics;
- tenant mix;
- operational activities; and
- the requirements of the relevant statutory authorities.

Accordingly, not every statutory requirement listed in this Annexure will apply to every Shopping Centre.

The Shopping Centre shall identify, obtain, maintain and comply with all statutory licences, registrations, permits, approvals and No Objection Certificates applicable to its operations.

Indicative List of Statutory Requirements

The list below is indicative and not exhaustive. Shopping Centres shall determine the applicability of each requirement based on their operations and jurisdiction.

Sl. No.	Statutory Requirement
1	Building Completion Certificate / Occupancy Certificate
2	Fire Safety No Objection Certificate (Fire NOC)
3	Structural Stability Certificate, where applicable
4	Lift / Elevator Licence and Inspection Certificates
5	Escalator Inspection and Safety Certification, where applicable
6	Electrical Installation Approval and Periodic Inspection Reports
7	DG Set and Electrical Safety Approvals, where applicable
8	Consent to Establish / Consent to Operate from Pollution Control Authority, where applicable
9	Hazardous Waste, Biomedical Waste or E-Waste Authorisations, where applicable
10	Rainwater Harvesting, Sewage Treatment Plant (STP) and Environmental Approvals, where applicable
11	Trade Licence / Municipal Licence, where applicable
12	Shops & Establishments Registration, where applicable
13	GST Registration
14	Professional Tax Registration, where applicable
15	EPF, ESI and other statutory labour registrations, where applicable
16	Contract Labour compliance, where applicable
17	Food Business Registration/Licence for Shopping Centre-operated food facilities, where applicable
18	Music Copyright/Public Performance Licence, where applicable

Sl. No.	Statutory Requirement
19	Weights & Measures approvals for Shopping Centre-operated equipment, where applicable
20	Any other statutory licence, registration, permit or approval applicable under Central, State or Local laws.

SECTION B – SUSTAINABILITY

Objective

To promote environmentally responsible, resource-efficient and sustainable Shopping Centre operations that contribute to customer confidence, regulatory compliance and continual improvement while minimising the environmental impact of the Shopping Centre.

Clause	Trust 152 Requirement	Certification Body Audit Guideline	Mystery Audit Guideline
B.1	The Shopping Centre shall establish and implement policies or procedures to promote environmental sustainability and resource conservation.	Verify the availability and implementation of sustainability policies, procedures or programmes.	Not Applicable.
B.2	Energy consumption shall be monitored and appropriate measures implemented to improve energy efficiency.	Verify monitoring records, objectives and evidence of improvement initiatives.	Observe customer-visible energy-efficient practices, where applicable (e.g., LED lighting, energy-efficient displays).
B.3	Water consumption shall be monitored and appropriate measures implemented to promote water conservation.	Verify monitoring records and evidence of water conservation initiatives.	Observe customer-visible water conservation practices where applicable (e.g., sensor taps, water-saving fixtures).
B.4	Waste shall be minimised, segregated, collected, stored, recycled where practicable, and disposed of in accordance with applicable regulatory requirements.	Verify waste management procedures, contracts and disposal records.	Observe the cleanliness of waste collection areas visible to customers and the availability of segregated waste bins where provided.
B.4.1	The Shopping Centre shall implement documented procedures to promote waste reduction, segregation, recycling and environmentally responsible disposal practices throughout the Shopping Centre, including customer-accessible areas, where applicable.	Verify documented waste management procedures, implementation records, contracts with authorised agencies and corrective actions, where applicable.	Observe whether waste segregation facilities, where provided, are appropriately identified and appear to be used.
B.5	Hazardous waste and electronic waste generated by the Shopping Centre shall be managed in accordance with applicable statutory requirements.	Verify procedures, authorisations and disposal records, where applicable.	Not Applicable.
B.5.1	The Shopping Centre shall establish controls to minimise environmental pollution arising from its operations, including air, water, noise and other environmental impacts, where applicable.	Verify documented controls, monitoring records, statutory compliance records and corrective actions, where applicable.	Observe whether obvious environmental pollution affecting customer areas is evident during the visit.

Clause	Trust 152 Requirement	Certification Body Audit Guideline	Mystery Audit Guideline
B.6	The Shopping Centre shall maintain landscaped areas, green spaces and outdoor environments, where provided, in a safe, clean and well-maintained condition.	Verify maintenance programmes and inspection records.	Observe the condition, cleanliness and upkeep of landscaped and outdoor areas accessible to customers.
B.7	Indoor environmental conditions, including lighting, ventilation and thermal comfort within common areas, shall be maintained to provide a comfortable customer environment.	Verify maintenance schedules, inspection records and corrective actions.	Observe whether lighting, ventilation and general customer comfort appear satisfactory during the visit.
B.8	The Shopping Centre shall encourage and promote environmentally responsible practices among tenants, contractors and service providers through communication, awareness programmes or other suitable initiatives, where appropriate.	Verify tenant communication, contractual requirements or awareness initiatives relating to sustainability.	Not Applicable.
B.8.1	The Shopping Centre shall communicate applicable sustainability expectations to tenants, contractors and service providers and encourage their participation in sustainability initiatives, where appropriate.	Verify documented communication, awareness programmes, contractual provisions or implementation records, where applicable.	Not Applicable.
B.9	Sustainability objectives, initiatives and performance shall be periodically reviewed to identify opportunities for continual improvement.	Verify review records, improvement plans and evidence of implementation.	Not Applicable.

SECTION C – HUMAN RESOURCE PRACTICES

Objective

To ensure that personnel responsible for the operation, management and maintenance of the Shopping Centre are competent, adequately trained and customer-focused, thereby contributing to a safe, secure, professional and positive customer experience.

Clause	Trust 152 Requirement	Certification Body Audit Guideline	Mystery Audit Guideline
C.1	The Shopping Centre shall identify the competence requirements for personnel performing activities that may affect customer safety, service quality or operational effectiveness.	Verify documented competence requirements, job responsibilities and supporting records.	Not Applicable.
C.2	Personnel shall receive appropriate induction and periodic training relevant to their roles and responsibilities.	Verify induction programmes, training plans, attendance records and competency evaluations.	Not Applicable.

Clause	Trust 152 Requirement	Certification Body Audit Guideline	Mystery Audit Guideline
C.2.1	Personnel responsible for customer-facing activities shall receive periodic refresher training to ensure continued competence in customer service, safety and operational practices.	Verify refresher training plans, attendance records, competency evaluations and corrective actions, where applicable.	Observe whether personnel demonstrate confidence and competence while interacting with customers.
C.3	Personnel interacting with customers shall be trained in customer service, communication, courtesy, professional conduct, conflict resolution and handling of routine customer enquiries.	Verify training records and competence assessments for customer-facing personnel.	Observe whether customer-facing personnel demonstrate courteous, professional and helpful behaviour.
C.4	Personnel responsible for safety, security and emergency response shall receive appropriate training and participate in periodic drills, where applicable.	Verify training records, drill reports and competency evaluations.	Observe whether security and emergency personnel appear alert, competent and appropriately deployed.
C.5	The Shopping Centre shall ensure that personnel wear appropriate uniforms, identification cards or other authorised means of identification, where applicable.	Verify documented requirements and implementation.	Observe whether personnel are appropriately attired and readily identifiable.
C.5.1	Personnel interacting with customers shall maintain appropriate personal grooming, hygiene and professional appearance consistent with the Shopping Centre's customer service standards.	Verify documented grooming requirements, communication and implementation, where applicable.	Observe whether customer-facing personnel are well groomed, neatly attired and present a professional appearance.
C.6	Personnel shall be made aware of the Shopping Centre's customer service expectations, Shopping Centre facilities, customer amenities and emergency procedures.	Verify awareness programmes, communication records and interviews with personnel.	Observe whether personnel respond appropriately to routine customer enquiries or requests for assistance.
C.6.1	Personnel shall demonstrate adequate knowledge of customer facilities, amenities, services and emergency arrangements to enable them to provide accurate guidance to customers.	Verify training records, awareness programmes and personnel interviews.	Assess whether personnel provide accurate and helpful information when approached by customers.
C.7	Contractors and outsourced service providers performing customer-facing or operational activities shall be subject to appropriate competence and supervision requirements.	Verify contractor selection, competence requirements, agreements and monitoring records.	Observe whether outsourced personnel maintain standards consistent with the Shopping Centre's customer service expectations.
C.7.1	The performance of contractors and outsourced service providers providing customer-facing services shall be periodically monitored to ensure continued compliance with the Shopping Centre's customer service requirements.	Verify monitoring records, performance evaluations, corrective actions and review mechanisms.	Observe whether outsourced personnel provide service standards comparable to Shopping Centre personnel.
C.8	The Shopping Centre shall periodically review training effectiveness and identify	Verify management reviews, training evaluations and improvement actions.	Not Applicable.

Clause	Trust 152 Requirement	Certification Body Audit Guideline	Mystery Audit Guideline
	opportunities for continual improvement in personnel competence.		

SECTION D – COMMUNICATION

Objective

To ensure that customers receive accurate, timely, accessible and consistent information that enables them to use the Shopping Centre's facilities, services and amenities safely, conveniently and confidently.

Clause	Trust 152 Requirement	Certification Body Audit Guideline	Mystery Audit Guideline
D.1	The Shopping Centre shall establish and maintain effective communication channels for providing customers with information relating to facilities, services, operating hours, amenities and customer assistance.	Verify communication procedures and the availability of customer information through appropriate channels.	Observe whether customer information is readily available, accurate and easy to understand.
D.2	Directional, identification, safety and statutory signage shall be provided, maintained and displayed prominently in locations appropriate to customer needs and maintained in a legible condition.	Verify documented requirements, inspection records and maintenance arrangements.	Observe whether signage is visible, legible, accurate and well maintained.
D.3	Emergency information and evacuation instructions shall be communicated through appropriate signage and other suitable means, where applicable.	Verify emergency communication procedures and supporting records.	Observe whether emergency exits, evacuation routes and emergency information are clearly identified.
D.4	Information relating to customer facilities, amenities and services shall be updated promptly whenever changes occur.	Verify processes for reviewing and updating customer information.	Observe whether displayed information appears current and consistent with actual facilities and services.
D.4.1	Temporary closure, maintenance, relocation or non-availability of customer facilities and services shall be communicated through appropriate customer-facing channels, where applicable.	Verify documented communication arrangements, approval records and implementation.	Observe whether customers are adequately informed where facilities or services are temporarily unavailable.
D.5	Customer enquiries shall be responded to promptly, accurately, courteously and consistently through the Shopping Centre's designated communication channels.	Verify procedures, response records and monitoring mechanisms.	Assess the responsiveness, courtesy and effectiveness of customer assistance during the Mystery Audit.
D.6	Public announcements, digital displays and other customer communications shall	Verify communication procedures and operational controls.	Observe whether announcements and digital communications are clear,

Clause	Trust 152 Requirement	Certification Body Audit Guideline	Mystery Audit Guideline
	be clear, accurate and appropriate for the intended audience.		audible, relevant and not excessive.
D.6.1	Customer information displayed through digital or physical communication media shall be consistent across all applicable customer-facing channels.	Verify documented review processes, approval controls and periodic verification records.	Observe whether customer information appears consistent across available communication channels.
D.7	Customer communication shall, where appropriate, be provided in languages suitable for the Shopping Centre's customer profile.	Verify communication policies and implementation, where applicable.	Observe whether communication is understandable and appropriate for the customer profile.
D.8	Customer contact information, including details for customer assistance, emergency contacts and feedback mechanisms, shall be readily available.	Verify that customer contact information is maintained and communicated through appropriate channels.	Observe whether customers can easily locate contact details and assistance information.
D.8.1	Information relating to customer facilities, emergency assistance and important customer services shall remain readily accessible throughout operating hours.	Verify documented arrangements and monitoring records.	Observe whether customers can easily obtain important information during the visit.
D.9	The Shopping Centre shall periodically review the effectiveness of its customer communication processes and implement improvements where necessary.	Verify management reviews, customer feedback and improvement actions.	Not Applicable.

SECTION E – GOODS & SERVICES

Objective

To ensure that the facilities, services and customer amenities provided, operated or managed by the Shopping Centre are safe, reliable, accessible, well maintained and capable of consistently delivering a positive customer experience.

Clause	Trust 152 Requirement	Certification Body Audit Guideline	Mystery Audit Guideline
E.1	The Shopping Centre shall identify and maintain the facilities, services and customer amenities provided for customers.	Verify documented inventory, operating procedures and maintenance arrangements.	Observe whether customer facilities, services and amenities are available, functional and appropriately maintained.
E.2	Customer facilities and amenities shall be maintained in a clean, hygienic, safe, serviceable and customer-ready condition.	Verify inspection schedules, maintenance records and corrective actions.	Observe cleanliness, functionality and overall condition of customer facilities.
E.3	Common areas, including entrances, exits, corridors, atriums and circulation spaces, shall be maintained to provide a safe, clean and comfortable environment.	Verify inspection and maintenance records.	Observe cleanliness, housekeeping and general upkeep of common areas.

Clause	Trust 152 Requirement	Certification Body Audit Guideline	Mystery Audit Guideline
E.4	Toilets, washrooms, nursing rooms and other customer convenience facilities, where provided, shall be maintained in a hygienic, functional and adequately stocked condition.	Verify cleaning schedules, inspection records and maintenance activities.	Observe cleanliness, hygiene, functionality and availability of consumables.
E.4.1	Customer convenience facilities shall be inspected at planned intervals during operating hours to maintain acceptable standards of cleanliness, hygiene and functionality.	Verify inspection schedules, inspection records and corrective actions.	Observe whether customer facilities appear adequately maintained throughout the visit.
E.5	Escalators, elevators, travelators and similar customer mobility facilities, where provided, shall be maintained in a safe and operational condition.	Verify maintenance contracts, inspection records and statutory certifications.	Observe operational condition, cleanliness and availability of customer mobility facilities.
E.6	Car parking facilities, where provided, shall be managed to promote customer safety, convenience and efficient traffic movement.	Verify parking management procedures, inspection records and maintenance activities.	Observe parking guidance, lighting, cleanliness, accessibility and traffic management.
E.7	Customer amenities, including seating areas, drinking water, baby care facilities, wheelchairs, charging stations and similar services, where provided, shall be maintained in a clean and operational condition.	Verify maintenance procedures and inspection records.	Observe availability, cleanliness, accessibility and functionality of customer amenities.
E.7.1	Customer amenities temporarily unavailable due to maintenance or operational reasons shall, where practicable, be appropriately identified or alternative arrangements communicated.	Verify documented procedures and implementation records.	Observe whether unavailable customer amenities are appropriately identified or communicated.
E.8	Housekeeping and facility management activities shall be planned and implemented to maintain consistently acceptable standards throughout operating hours.	Verify housekeeping plans, schedules, inspection records and corrective actions.	Observe overall standards of cleanliness and housekeeping throughout the customer journey.
E.9	Equipment and infrastructure affecting customer safety or convenience shall be periodically inspected, maintained and repaired, where necessary.	Verify preventive maintenance programmes, inspection reports and corrective actions.	Observe whether equipment appears safe, functional and properly maintained.
E.9.1	Equipment temporarily taken out of service shall be appropriately isolated, identified or communicated to minimise inconvenience and customer safety risks.	Verify documented procedures, maintenance records and corrective actions.	Observe whether out-of-service equipment is appropriately identified and secured.
E.10	The Shopping Centre shall periodically review the adequacy and effectiveness of its facilities, services and customer amenities and implement improvements where appropriate.	Verify management reviews, customer feedback and improvement initiatives.	Not Applicable.

SECTION F – TERMS & CONDITIONS OF HOSTING

Objective

To ensure that the Shopping Centre establishes, communicates and implements fair, transparent and consistent terms governing the use of its facilities, services and customer amenities, thereby promoting customer confidence, safety and satisfaction.

Clause	Trust 152 Requirement	Certification Body Audit Guideline	Mystery Audit Guideline
F.1	The Shopping Centre shall establish and maintain documented Terms & Conditions governing customer access to, and use of, its facilities, services and amenities, where applicable.	Verify documented Terms & Conditions and their implementation.	Observe whether applicable Terms & Conditions are communicated to customers where necessary.
F.2	The Terms & Conditions shall be consistent with applicable statutory and regulatory requirements.	Verify documented compliance and periodic review.	Not Applicable.
F.3	Restrictions relating to customer safety, prohibited activities or operational requirements shall be clearly communicated through appropriate signage or other suitable means.	Verify documented requirements and communication arrangements.	Observe whether restrictions are clearly displayed and understandable.
F.4	Operating hours of the Shopping Centre and customer facilities shall be communicated accurately through appropriate communication channels.	Verify documented operating hours and communication processes.	Observe whether operating hours displayed are accurate and consistent with actual operations.
F.5	Charges applicable to customer facilities, services or amenities, where levied by the Shopping Centre, shall be clearly communicated prior to their use.	Verify pricing information, procedures and customer communications.	Observe whether applicable charges are prominently displayed and easily understood.
F.5.1	Where refunds, deposits, bookings or advance payments are applicable for Shopping Centre-operated customer facilities or services, the applicable conditions shall be communicated to customers before the transaction.	Verify documented procedures, customer communications and implementation.	Observe whether applicable refund or booking conditions are communicated before purchase or booking.
F.6	Customer privacy and personal information obtained through Shopping Centre-operated facilities, programmes or digital platforms shall be protected, processed and used in accordance with applicable legal requirements and the Shopping Centre's Privacy Policy.	Verify privacy policies, procedures and implementation.	Observe whether privacy notices are available where customer information is collected.
F.7	Terms governing the use of customer facilities, amenities and promotional activities shall be applied consistently and without discrimination.	Verify implementation through documented procedures, records and interviews.	Observe whether customer-facing practices appear fair, consistent and non-discriminatory.
F.7.1	Exceptions, exclusions or limitations applicable to customer facilities, services or promotional activities shall be communicated clearly wherever applicable.	Verify documented communication controls and implementation.	Observe whether significant exclusions or limitations are communicated to customers.

Clause	Trust 152 Requirement	Certification Body Audit Guideline	Mystery Audit Guideline
F.8	Changes to customer-facing Terms & Conditions shall be reviewed, approved and communicated before implementation.	Verify change management procedures and communication records.	Observe whether displayed information reflects current Terms & Conditions.
F.9	The Shopping Centre shall periodically review its customer-facing Terms & Conditions to ensure their continued suitability, effectiveness and compliance.	Verify periodic reviews and resulting improvement actions.	Not Applicable.

SECTION G – INFORMATION TECHNOLOGY & DIGITAL INFORMATION

Objective

To ensure that digital platforms, information systems and technology-enabled customer services provided by the Shopping Centre support a safe, convenient, secure and seamless customer experience.

Clause	Trust 152 Requirement	Certification Body Audit Guideline	Mystery Audit Guideline
G.1	The Shopping Centre shall establish and maintain appropriate digital platforms and information systems to communicate customer information, where applicable.	Verify digital communication platforms, procedures and implementation.	Observe whether digital information is accessible, accurate and functioning correctly.
G.2	Information provided through websites, mobile applications, digital directories, kiosks and other digital platforms shall be accurate, current, complete and consistent with the Shopping Centre's facilities and services.	Verify procedures for reviewing and updating digital information.	Observe whether digital information appears accurate, current and user-friendly.
G.2.1	Where online information relating to retailers, facilities, events, promotions, operating hours or customer services is published, it shall be reviewed periodically to minimise inaccurate or outdated information.	Verify documented review responsibilities, update records and corrective actions.	Observe whether information available through customer-facing digital platforms appears current and consistent with actual operations.
G.3	Customer personal information collected through Shopping Centre-operated digital platforms shall be protected against unauthorised access, disclosure, alteration or misuse in accordance with applicable legal requirements.	Verify documented privacy, security and data protection measures.	Observe whether privacy notices or consent mechanisms are available where customer information is collected.
G.3.1	Customer consent shall be obtained before collecting or using personal information through Shopping Centre-operated digital platforms wherever required by applicable legal requirements.	Verify documented privacy controls, consent mechanisms and supporting records.	Observe whether customer consent or privacy notices are presented where personal information is collected.
G.4	Digital customer services, including Wi-Fi, mobile applications, self-service kiosks, digital directories and similar facilities,	Verify maintenance procedures, monitoring	Observe the availability, functionality and ease of use of digital customer services.

Clause	Trust 152 Requirement	Certification Body Audit Guideline	Mystery Audit Guideline
	where provided, shall be maintained in a safe, secure and operational condition.	records and corrective actions.	
G.4.1	Digital customer services shall, where practicable, be monitored to identify service interruptions and restored within reasonable timeframes.	Verify monitoring arrangements, incident records and corrective actions.	Observe whether customer-facing digital services appear operational during the visit.
G.5	Digital payment facilities operated by the Shopping Centre, where provided, shall be reliable, secure and supported by appropriate operational controls.	Verify documented procedures, security measures and operational records.	Observe whether digital payment facilities appear functional and convenient for customers.
G.5.1	Customers shall, where practicable, be informed of alternative payment options where Shopping Centre-operated digital payment facilities are temporarily unavailable.	Verify documented contingency procedures and implementation records.	Observe whether suitable alternative payment arrangements are communicated when digital payment facilities are unavailable.
G.6	Digital advertising displays, information screens and electronic signages, where provided, shall display accurate, current, appropriate and up-to-date information.	Verify content management procedures and periodic reviews.	Observe whether displayed information is relevant, legible and functioning correctly.
G.6.1	Promotional, event-related and temporary digital information shall be removed or updated promptly after it becomes invalid or expires.	Verify documented review and content management procedures.	Observe whether expired promotions or outdated information are displayed on customer-facing digital platforms.
G.7	Appropriate controls shall be established to maintain the availability, integrity and security of customer-facing digital information systems.	Verify documented controls, monitoring records and incident management procedures.	Not Applicable.
G.8	The Shopping Centre shall periodically review the effectiveness of its digital information systems and technology-enabled customer services and implement improvements where appropriate.	Verify management reviews, customer feedback and improvement actions.	Not Applicable.

SECTION H – CENTRE SERVICES, CUSTOMER FEEDBACK & DISPUTE RESOLUTION

Objective

To ensure that customer services, feedback mechanisms and dispute resolution processes are effectively managed to enhance customer satisfaction, build customer confidence and support continual improvement.

Clause	Trust 152 Requirement	Certification Body Audit Guideline	Mystery Audit Guideline
H.1	The Shopping Centre shall establish and maintain customer service arrangements appropriate to its size, nature and customer profile.	Verify documented customer service procedures, responsibilities and implementation.	Observe the availability, accessibility and effectiveness of customer service facilities.

Clause	Trust 152 Requirement	Certification Body Audit Guideline	Mystery Audit Guideline
H.1.1	Customer service facilities, help desks and information counters, where provided, shall remain adequately staffed during the Shopping Centre's operating hours.	Verify staffing arrangements, duty rosters and monitoring records, where applicable.	Observe whether customer service facilities are attended and available during the visit.
H.2	The Shopping Centre shall establish and maintain documented procedures for receiving, recording, acknowledging, investigating, resolving and monitoring customer feedback, complaints and suggestions.	Verify documented procedures, complaint records, investigations and corrective actions.	Assess the ease of providing feedback or lodging a complaint and the responsiveness of customer service personnel.
H.3	Customer complaints shall be acknowledged, investigated and resolved fairly and within timeframes established by the Shopping Centre.	Verify complaint handling records, response times and evidence of resolution.	Where applicable, assess the responsiveness and professionalism of complaint handling.
H.3.1	Where customer complaints cannot be resolved immediately, customers shall be informed of the expected process or timeframe for resolution, where applicable.	Verify complaint handling procedures, communication records and corrective actions.	Assess whether customers are informed appropriately when immediate resolution is not possible.
H.4	Customer feedback shall be periodically analysed to identify trends, recurring issues and opportunities for continual improvement.	Verify analysis reports, management reviews and improvement actions.	Not Applicable.
H.5	Information relating to customer assistance, feedback and complaint channels shall be readily available to customers through appropriate communication channels.	Verify communication methods and availability of customer information.	Observe whether customers can easily locate information on feedback and complaint mechanisms.
H.5.1	Customer feedback channels shall be easily accessible to customers through appropriate physical and/or digital communication channels.	Verify documented customer feedback arrangements and implementation.	Observe whether customers can easily identify and access feedback channels.
H.6	Customer service personnel shall be competent to assist customers courteously, professionally, consistently and effectively.	Verify competence requirements, training records and performance monitoring.	Observe the courtesy, professionalism, knowledge and helpfulness of customer service personnel.
H.6.1	Customer service personnel shall demonstrate adequate knowledge of Shopping Centre facilities, tenant locations, customer amenities and emergency assistance arrangements.	Verify training records, competence assessments and awareness programmes.	Assess whether customer service personnel provide accurate and helpful guidance during customer interactions.
H.7	The Shopping Centre shall establish procedures for resolving customer disputes fairly, impartially and in a timely manner.	Verify documented dispute resolution procedures and supporting records.	Where applicable, assess whether customer concerns are handled fairly and professionally.
H.8	Where customer loyalty or privilege programmes are operated by the Shopping Centre, documented procedures shall govern programme administration, customer data protection, points management and redemption processes.	Verify documented procedures, operational controls and implementation records.	Observe whether programme information is readily available and communicated clearly to customers.

Clause	Trust 152 Requirement	Certification Body Audit Guideline	Mystery Audit Guideline
H.8.1	Where loyalty, membership or privilege programmes are operated, applicable terms, benefits, eligibility, validity and redemption conditions shall be readily available to customers.	Verify documented programme terms, communication records and implementation.	Verify that applicable programme information is readily available to customers before enrolment or participation.
H.9	The Shopping Centre shall periodically review the effectiveness of its customer service, feedback and dispute resolution processes and implement improvements where necessary.	Verify management reviews, customer satisfaction data and improvement actions.	Not Applicable.

SECTION I – SAFETY & SECURITY

Objective

To ensure that the Shopping Centre provides a safe, secure and well-managed environment for customers, tenants, employees, service providers and visitors through effective planning, implementation and continual improvement of safety and security measures.

Clause	Trust 152 Requirement	Certification Body Audit Guideline	Mystery Audit Guideline
I.1	The Shopping Centre shall identify safety and security risks associated with its operations and implement appropriate control measures.	Verify documented risk assessments, control measures and periodic reviews.	Observe whether obvious safety or security risks exist within customer-accessible areas.
I.2	Appropriate security arrangements shall be established and maintained to safeguard customers, tenants, employees, visitors and property while facilitating a safe and reassuring customer environment.	Verify security policies, deployment plans, contracts, patrol records and monitoring arrangements.	Observe the visibility, alertness, professionalism and effectiveness of security personnel.
I.2.1	Security personnel deployed in customer-facing areas shall remain readily identifiable and capable of providing appropriate basic customer assistance in addition to performing security duties.	Verify documented deployment requirements, training records and monitoring arrangements.	Observe whether security personnel are readily identifiable, approachable and able to provide basic assistance to customers.
I.3	Access to restricted or hazardous areas shall be controlled to prevent unauthorised entry.	Verify documented access control procedures and implementation.	Observe whether restricted areas are appropriately secured and identified.
I.4	Fire detection, fire protection and emergency response systems shall be maintained in safe and operational condition and periodically inspected, tested and maintained.	Verify inspection reports, maintenance records, statutory certifications and testing schedules.	Observe whether fire safety equipment appears accessible, identifiable and unobstructed.
I.5	Emergency exits, escape routes and assembly areas shall be clearly identified,	Verify inspection records, maintenance activities and	Observe whether emergency exits and evacuation routes are

Clause	Trust 152 Requirement	Certification Body Audit Guideline	Mystery Audit Guideline
	unobstructed and maintained in a condition suitable for safe evacuation.	emergency preparedness procedures.	clearly marked and free from obstruction.
I.5.1	Temporary obstructions affecting emergency exits, evacuation routes or customer circulation areas shall be appropriately controlled, identified and removed as soon as practicable.	Verify documented inspection records, incident reports and corrective actions.	Observe whether temporary obstructions are appropriately controlled and do not compromise customer safety.
I.6	Appropriate first aid facilities and emergency medical response arrangements shall be established and maintained.	Verify first aid facilities, emergency response procedures, equipment and training records.	Observe whether first aid facilities or emergency assistance information are readily identifiable, where applicable.
I.6.1	Emergency contact information and procedures for obtaining emergency assistance shall be communicated through appropriate customer-facing channels, where applicable.	Verify documented communication arrangements and periodic reviews.	Observe whether emergency assistance information is readily available to customers.
I.7	Appropriate surveillance, monitoring and incident reporting arrangements shall be established and maintained, where applicable.	Verify surveillance systems, monitoring procedures, incident records and corrective actions.	Observe the presence and apparent effectiveness of surveillance and monitoring arrangements.
I.7.1	Security incidents that may affect customer safety shall be reviewed to identify opportunities for preventive and corrective action.	Verify incident reviews, investigation reports and corrective actions.	Not Applicable.
I.8	Safety inspections shall be conducted periodically to identify hazards, unsafe conditions and opportunities for preventive action.	Verify inspection schedules, reports, corrective actions and follow-up records.	Observe whether housekeeping, maintenance and general safety conditions support a safe customer environment.
I.9	Emergency preparedness and response procedures shall be established, communicated, periodically tested and reviewed.	Verify emergency plans, mock drill records, review reports and improvement actions.	Observe whether emergency information and assistance arrangements are readily available to customers.
I.9.1	Personnel responsible for customer assistance during emergencies shall be aware of their assigned responsibilities and emergency communication procedures.	Verify documented responsibilities, training records and awareness programmes.	Observe whether personnel appear aware of emergency assistance responsibilities when approached by customers.
I.10	Security incidents, accidents, emergencies and customer safety complaints shall be recorded, investigated and appropriate corrective actions implemented.	Verify incident records, investigation reports, corrective actions and effectiveness reviews.	Not Applicable.
I.11	The Shopping Centre shall periodically review the effectiveness of its safety and security management arrangements and implement continual improvements where necessary.	Verify management reviews, performance indicators and improvement actions.	Not Applicable.

ANNEXURE B

Examples of Objective Evidence

Purpose

This Annexure provides examples of objective evidence that may be reviewed during the Certification Body Audit to verify conformity with the requirements of this Standard. The examples provided are indicative and not exhaustive. The Shopping Centre may use any suitable documented information that demonstrates effective implementation of the applicable requirements.

Sl. No.	Examples of Objective Evidence
1	Policies, manuals and Standard Operating Procedures (SOPs)
2	Statutory licences, registrations, permits, approvals and NOCs
3	Risk assessments and mitigation plans
4	Training plans, attendance records and competency evaluations
5	Inspection reports and checklists
6	Preventive maintenance schedules and records
7	Equipment calibration, testing and certification records
8	Housekeeping schedules and inspection records
9	Customer feedback, complaints and resolution records
10	Internal audits, reviews and corrective action records
11	Management review records
12	Emergency preparedness plans and mock drill reports
13	Incident, accident and investigation reports
14	Vendor, contractor and service provider agreements
15	Tenant agreements and applicable Terms & Conditions
16	Digital system records and monitoring reports
17	Sustainability monitoring records
18	Customer communication materials
19	Privacy notices, customer consent records and digital communication content, where applicable.
20	Photographs, inspection observations and other supporting evidence
21	Any other documented information demonstrating conformity with this Standard

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ANNEXURE C

Guidance on Applicability

Purpose

This Annexure provides guidance on the application of the "Not Applicable (NA)" designation. A requirement may be considered **Not Applicable (NA)** only where:

- the Shopping Centre does not provide the relevant facility, service or amenity;
- the requirement is not applicable because of the nature or scale of operations;
- the requirement is not applicable under the relevant statutory or regulatory framework; or
- the requirement is otherwise demonstrably not relevant to the Shopping Centre.

The use of the **Not Applicable (NA)** designation shall not:

- compromise customer safety;
- compromise statutory or regulatory compliance;
- reduce the effectiveness of customer services; or
- exclude any core requirement of this Standard.

The justification for every **Not Applicable (NA)** designation shall be documented and shall be subject to verification during the Certification Body Audit.
