



# ACCREDITATION SCHEME (BRONZE)

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## INFORMATION & APPLICATION KIT

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## Introduction

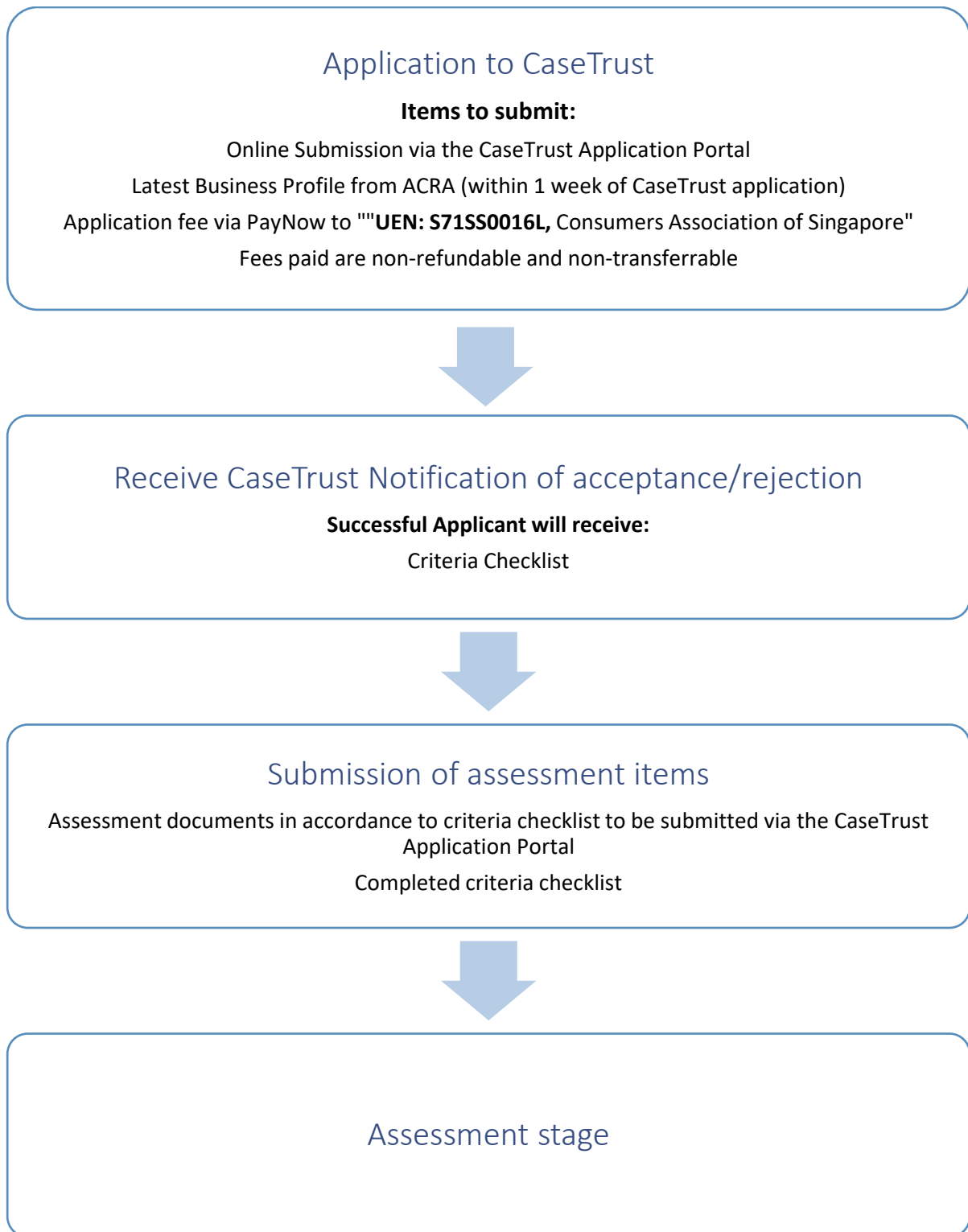
The CaseTrust Accreditation Schemes developed by the Consumers Association of Singapore (CASE), aim to safeguard consumers' interests by promoting fair trading and transparency to consumers.

To further this mission, we have introduced the CaseTrust Bronze tier, specifically designed for skill-based or smaller businesses. This new tier provides consumers with confidence and assurance that these businesses adhere to basic ethical standards and responsible practices. This expansion aims to extend our accreditation schemes to more businesses and industries so that Bronze-accredited businesses can likewise offer assurance and confidence to their consumers and be recognised as bona fide businesses, thereby extending consumer protection across a broader range of industries.

CaseTrust Bronze covers essential areas such as store policies, ethical advertising, and dispute resolution procedures. Unique criteria, particularly in the beauty and wellness industry such as a '5-day cooling-off period' and a 'no selling during treatment policy,' are included to offer additional protection. Tradesmen in the renovation industry must meet industry training standards and regulations where applicable.

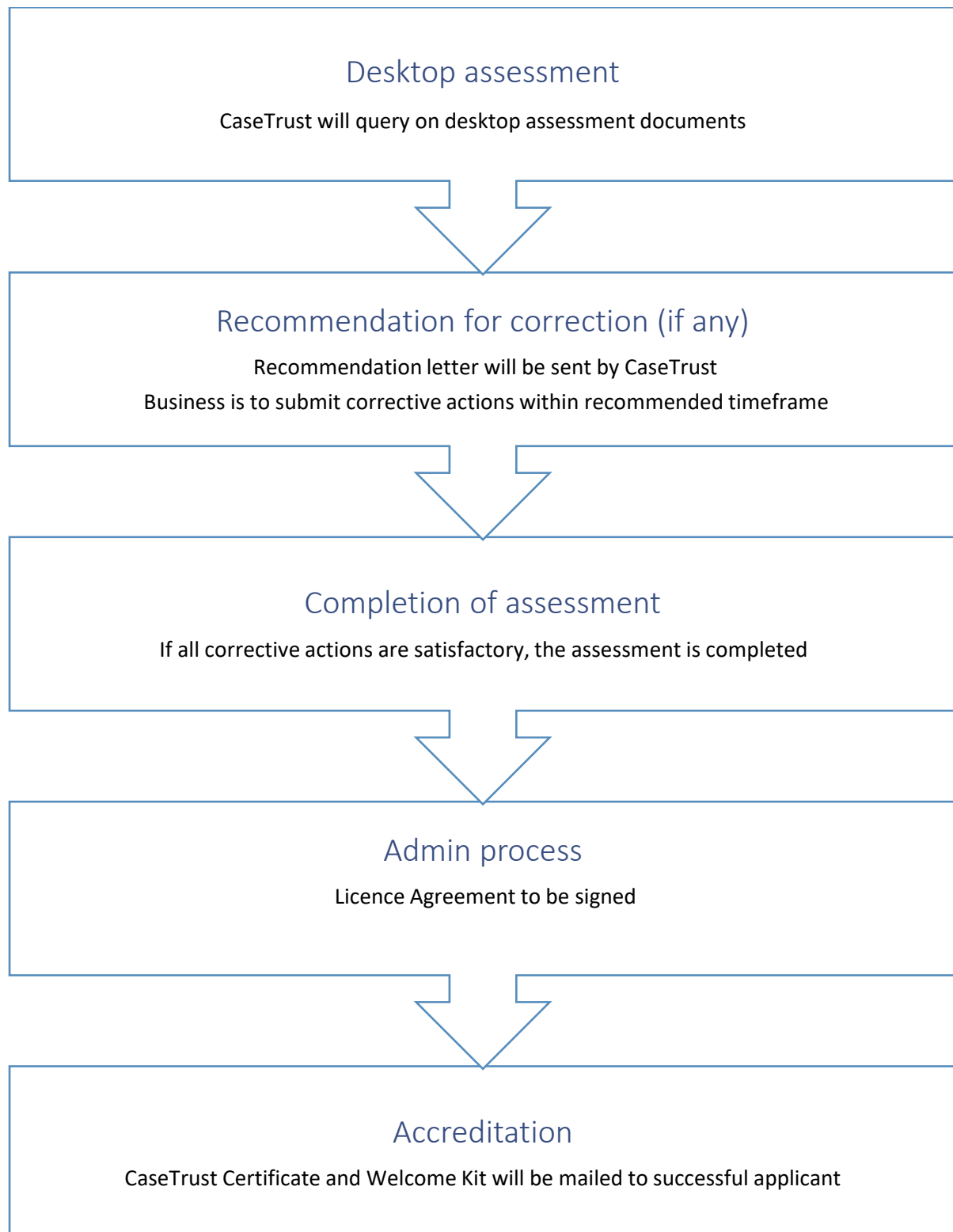
With the introduction of the Bronze tier, our existing accreditation schemes will be renamed Silver, while the Gold tier continues to represent the pinnacle of industry leadership in customer service and business excellence. Businesses are encouraged to upgrade to the CaseTrust Silver or Gold schemes for a more robust set of assessment criteria to give its consumers added assurance and confidence.

## CaseTrust Application Stages



*Note: The application will be considered Null & Void if complete set of required assessment items are not submitted within 6 months from date of application.*

## CaseTrust Assessment Stages



*Note: It will take around 2 months from the date applicant commences the assessment stage (through submission of all required assessment items) to complete the accreditation assessment process.*

## CaseTrust Criteria for Businesses(Bronze)

The full criteria checklist, incorporating assessment elements and document checklists, will be made available to businesses upon the online submission of the CaseTrust application and payment of the application fee.

| Policies                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Terms & Conditions of Sales |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| A1                          | <p>My business clearly states the terms and conditions of any warranties or service guarantees to protect customers against product defects and non-performance.</p> <ul style="list-style-type: none"><li>○ <b>Beauty industry.</b> As part of the service guarantees, my business accords a cooling-off period of at least five (5) working days (exclusive of Saturdays, Sundays, and Public Holidays) to allow customers to seek full refund of payment if they do not wish to proceed with the product or services offered (Applicable for packages only and for products or services that are not utilised).</li></ul> |
| A2                          | <p>My business has an exchange and refund policy clearly stipulating the time frame and conditions for any exchange and refund.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Pricing & Payment           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| A3                          | <p>My business is committed to avoid over or under-charging and to ensure correct change is given.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Security                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| A4                          | <p>My business is committed to maintain the confidentiality of customer data.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Communication               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Advertising & Promotion     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| B1                          | <p>My business sells what is advertised and promoted.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

## Practices & Systems

### Retailing

- |           |                                                                                                                                                                                      |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>C1</b> | <p><u>Proof of Purchase</u></p> <p>My business issues consumers receipt/ sale slips that reflect relevant detailed information of the purchases of the goods/ services provided.</p> |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### Feedback Management

- |           |                                                                                                                                                                                                                                                                                                                                     |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>C2</b> | My business resolves complaints within 21 days upon receipt of complaints.                                                                                                                                                                                                                                                          |
| <b>C3</b> | My business has a system to document complaint cases and has a complaint resolution procedure (e.g. informs complainants of investigation status), which includes alternative forms of redress (e.g. CASE Mediation Centre) should the business be unable to resolve the dispute within 21 days upon receipt. Mediation fees apply. |

### Goods & Services

- |           |                                                                                                                                                                                |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>C4</b> | My business has a system for ensuring the quality of products and services offered for sale. Goods offered are fit for consumption and not past expiry date, where applicable. |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## Personnel

### Performance & knowledge

- |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>D1</b> | <p>My business ensures that customer support and service staff do not practice any unethical sales tactics, and are able to provide accurate, timely and comprehensive product and service information to customers and to perform service to the expected levels.</p> <ul style="list-style-type: none"> <li>○ <b><u>Beauty industry.</u></b> My business has a no-selling policy during treatment.</li> <li>○ <b><u>Renovation industry.</u></b> My business ensures that staff are well-trained and meet industry training standards and regulations<sup>1</sup>.</li> </ul> |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

<sup>1</sup> Businesses and tradesmen from the renovation industry must meet industry training standards and regulations where applicable, such as being listed in HDB's Directory of Renovation Contractors (DRC); BCA-approved Window Installer; EMA-Licensed Electrical Worker; PUB-Licensed Plumber, etc.

## Fee Structure

(Fees are inclusive of GST)

| Type of Fee | Small Business<br>Sales Turnover<br>< S\$1M only |
|-------------|--------------------------------------------------|
| Application | S\$872.00                                        |

*Note: fees paid are non-refundable and non-transferrable*

## Other Charges

(Fees are inclusive of GST)

|                                           | Fee                                 |
|-------------------------------------------|-------------------------------------|
| Certificate printing                      | Complimentary                       |
| Reprint / Additional Certificate printing | S\$16.35                            |
| Mediation at CASE Mediation Centre        | Prevailing rates apply<br>Mediation |
| Additional CaseTrust decal                | S\$2.18                             |

## Important Note

1. Fees are inclusive of the prevailing GST rate and are subject to change, depending on economic situation and discretion of the CaseTrust department. Fees paid are non-refundable and non-transferable.
2. The application will be considered **NULL & VOID** if:
  - a. Documents and fees are not submitted within **6 months** from date of application.
  - b. The Applicant failed to obtain CaseTrust accreditation within the period of **1 year** from date of application.
3. If the Applicant does not pass the assessment, the application fee must be paid to undergo a second assessment.

The Applicant must go through a re-assessment before any suspension order can be lifted. The re-assessment fee is pegged at 50% of the application fee.

# Application Terms and Conditions

## Application

1. The Applicant is bound by the Terms and Conditions herein and such variations, which may from time to time, be made by the CaseTrust department; and upon submission of their application to the CaseTrust department.
2. The Applicant must not have five (5) or more complaints with breaches of the Consumer Protection Fair Trading Act (CPFTA) lodged against it, and must have a clean track record with CASE and relevant authorities (within a period of 12 months before the date of application) in order to qualify for the accreditation scheme.
3. Businesses with different ACRA numbers are considered separate entities, even if they are under the same holding company. Separate applications will be required.
4. An application for CaseTrust accreditation must be accompanied by:
  - a. Online submission via the CaseTrust Portal, together with any supporting documents required
  - b. Application fee
5. If the Applicant fails the prescribed assessment conducted, the Applicant may be given a further opportunity to apply for re-assessment so long as the Applicant does not exceed 2 further assessments. All assessment fees, if any, must be paid by the Applicant.
6. The Applicant may ask for a review of the assessment with reasons. Upon receipt of the review fee, the Applicant's request will be considered by the CaseTrust department. Such review will be allowed at the discretion of the CaseTrust department and will be final. This review fee will be refunded if the review is found in the Applicant's favour.
7. Where there is a need for the Applicant to engage a consultancy firm, the Applicant will liaise directly with such consultant(s) and the appropriate fees paid to the consultancy firm for their services. Such consultants and consultancy firms are independent third parties and are not endorsed by either CASE or the CaseTrust department. CASE and the CaseTrust department will under no circumstance be liable for any advice rendered by such consultancy firms.

## Accreditation Details

8. Accreditation for the Scheme will be for a period of 1 year, renewable subject to the assessment, investigation results, feedback from the public i.e. complaints if any, and other relevant factors. The CaseTrust department reserves the right to revoke or not renew the accreditation should businesses fail to adhere to the standards set by the CaseTrust department.
9. Businesses who make changes to its ownership/partnership/directorship after obtaining accreditation may be subjected to re-assessment and have to furnish CASE with a deed of

assignment. This assessment shall be independent of other assessments that the business is scheduled to undertake.

## Standards

10. Businesses are required to maintain the CaseTrust standards as stated, among other things, in the assessment criteria provided. The criteria may be revised from time to time and the businesses must be so bound by such.
11. Upon acceptance of accreditation, store-based retailers are required to display their policies clearly in their stores or such policies must be easily accessible to consumers.
12. Businesses are required to comply with all government laws, rules, and regulations at all times. Should the accredited businesses be found to be in breach of such laws, rules, and regulations, the accredited business has been made aware of the CaseTrust department's empowerment to suspend, expel, or blacklist, either singly or jointly, depending on the severity of the non-compliance, or by any other appropriate means.
13. Businesses must have a criterion to deal with complaints and a dispute resolution programme in place and, which is transparent and known to consumers. If the consumer who has a dispute with a CaseTrust accredited business requests for mediation at CASE Mediation Centre, the CaseTrust accredited business must attend the mediation session arranged by CASE.
14. In order to uphold the standards, which may be updated from time to time, set by CaseTrust, all businesses shall adhere to the Code of Practice and abide by penalties imposed upon breach/infringement of the Code of Practice.

## Conditions Precedent

15. Businesses should allow CaseTrust representatives into their premises for auditing and/or investigation purposes, whether notified or not.
16. The business agrees to indemnify and keep CASE, its directors, employees, officers, agents or representatives) fully and effectively indemnified against any and all actions, liabilities, cost, claims (including third party), losses, damages, proceedings and/or expenses (including all legal costs on an indemnity basis) arising from or in connection with the business's application for CaseTrust accreditation scheme.

## Audit/Investigation

17. The business has been made aware of the CaseTrust department's empowerment to deal with breach/infringement of the Code of Practice. Businesses who commit a breach/infringement shall be suspended, expelled or blacklisted, either singly or jointly, depending on the severity of the breach/infringement, or by any other appropriate means.

18. Should the accredited business be sanctioned of its CaseTrust status by Warning or Suspension, the sanction would be valid for 2 years from the date of the imposition. The validity of the sanction would be carried forward to the renewed accreditation cycle and should there be any breach of the CaseTrust requirements again, further or more sanctions may be imposed.
19. Businesses are required to undergo a re-assessment before being lifted from suspension orders.

## Termination

20. Upon termination and expiry of CaseTrust accreditation scheme, all CaseTrust related materials must be returned to CASE office within 7 days, and such materials should not be used in any manner whatsoever by the businesses before its return.
21. The CaseTrust department reserves the right to revoke accreditation should businesses fail to adhere to the licence agreement or breach the Terms and Conditions herein, or for whatsoever reasons, as the CaseTrust Department deems fit.

## CaseTrust Application Submission Checklist

- ☐ Online Submission via the CaseTrust Portal
- ☐ Business Profile from ACRA (within 1 week of CaseTrust application)
- ☐ Application Fee of \$872 can be made by PayNow to '**UEN: S71SS0016L, Consumers Association of Singapore**'.

### **PayNow Instructions**

1. PayNow is to be made to UEN: S71SS0016L, Consumers Association of Singapore
  2. Within the field, <Transfer Details> please indicate your business name
  3. Send a screen shot of the successful payment page via email to [casetrust@case.org.sg](mailto:casetrust@case.org.sg)
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Thank you for your interest in CaseTrust.

You are a step closer to be recognised as a reliable company that consumers can count on.

We look forward to having you on board.