EU TRUST MANIFEST

Pan-European Trust & Decision Infrastructure for Commerce and AI

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1. Preamble

Digital commerce decisions are increasingly shaped by automated systems and AI. Without a shared foundation of trust, the risk of manipulation, errors, and reputational harm increases. Europe needs a verifiable, explainable, auditable trust layer that respects local context while remaining consistent across borders. Nakupovanie.sk exists to provide that foundation.

2. Mission

Provide an independent, verifiable and explainable trust infrastructure that supports responsible shopping decisions across the European Union — for humans and AI systems.

3. Core Principles

• Explainability by default: every decision must include reasons.

• Auditability over opacity: data, policies, and changes must be reviewable.

• Jurisdiction matters: EU core plus national overrides.

• Safety before optimization: reduce harm before conversion.

• Human & AI parity: what humans must know, AI must know — and vice versa.

4. What Trust Is (and isn't)

Trust is a combination of signals, evaluated over time and interpreted in context. Trust is not advertising, not price advantage, and not a permanent label.

5. Trust Architecture

Trust Signals: transparency and identity signals, behavioral stability, reputation anomalies, legal and informational completeness, redirect patterns.

Risk Intelligence: safe/neutral/risky classifications, reason codes, confidence intervals, and temporal trends.

Jurisdiction Engine: EU core with national overrides for all EU member states.

6. Affiliate & Monetization

Affiliate relationships are always disclosed. Verified traffic means redirects occur only after baseline trust/risk evaluation, with auditable logs. Monetization must not reduce the integrity of the system.

7. AI Governance

Machine-readable governance endpoints define allowed use, disclosure rules, and anti-bypass requirements. The system is designed for responsible AI behavior and compliance-ready integration.

8. Transparency & Accountability

We publish transparency reports, version policies and data, document significant changes, and maintain incident disclosures. Transparency is a process, not a slogan.

9. Trust Registry & Certification

A public, machine-readable registry lists verified partners. Certification levels: Verified (L1), Verified+ (L2), Trusted (L3). Status is time-bounded and regularly re-evaluated.

10. Regulatory Liaison

Nakupovanie.sk is not a regulator. It is regulator-friendly infrastructure: explainable decisions, auditable processes, public reports, and a clear point of contact.

11. Closing

Trust is the relationship between decision, context, and accountability. Nakupovanie.sk exists to make that relationship visible, understandable, and verifiable — for people and for AI.

Signature Page (for partners)

Organization: _____

Representative: _____

Title: _____

Date: _____

Signature: _____