



# AI Trust Mark

Providing a global framework  
to assess trust in AI products

Mónica Fernández – Head of AI Assurance, Nemko Digital  
Stuart Beck – Director, Nemko Group Certification

24<sup>th</sup> June 2025

# With you today

## Stuart Beck

*Director,  
Nemko Group Certification*



- **Extensive TIC Industry Experience:** Over 32 years in the Testing, Inspection, and Certification industry, including 28 years with Nemko.
- **Engineering & Leadership Background:** Holds a degree in Electrical and Electronic Engineering and has served as Test Engineer, Quality Manager, and Certification Manager.
- **Certification Body Oversight:** Currently responsible for the operation and development of Nemko Group's Product Certification Bodies.
- **Global Certification Leadership:** Supports Nemko's position as a global leader in certifications for Electrical Safety, Radio, and Energy Efficiency.

## Mónica Fernández

*Head of AI Assurance,  
Nemko Digital*



- **Trustworthy AI Advocate:** Actively engaged in research, education, and policy to promote and foster responsible AI.
- **Ethical AI Researcher:** Explored ethical, legal, and social challenges of AI fairness before joining Nemko Digital.
- **Strong Academic Background:** Holds a master's in AI from Radboud University and a bachelor's in Neuroscience from the University of Edinburgh.
- **AI Trust & Strategy:** Helps shape Nemko Digital's AI Trust offerings, ensuring fairness, safety, and effectiveness.
- **Strategic AI Leadership:** Developing AI Trust vision, roadmap, and services.



# Nemko has created Trust since 1933

In our increasingly digital world, trust in digital systems, services, and transactions is paramount. Some of the critical elements of digital trust include Security, Privacy, Reliability, Transparency, Compliance, User Experience, and Ethical Use of Technology.

Nemko Digital offers digital trust solutions, complementing Nemko's existing services, to extend its commitment to its customers and support them into the digital realm.

## Physical Trust



Nemko made the physical world a safer place since 1933

VS.

## Digital Trust



Nemko augmented its proposition by Providing Trust in a Digital World



# Value drivers for AI governance, compliance & quality management



Compliance with upcoming regulation



Reputation as leading global company



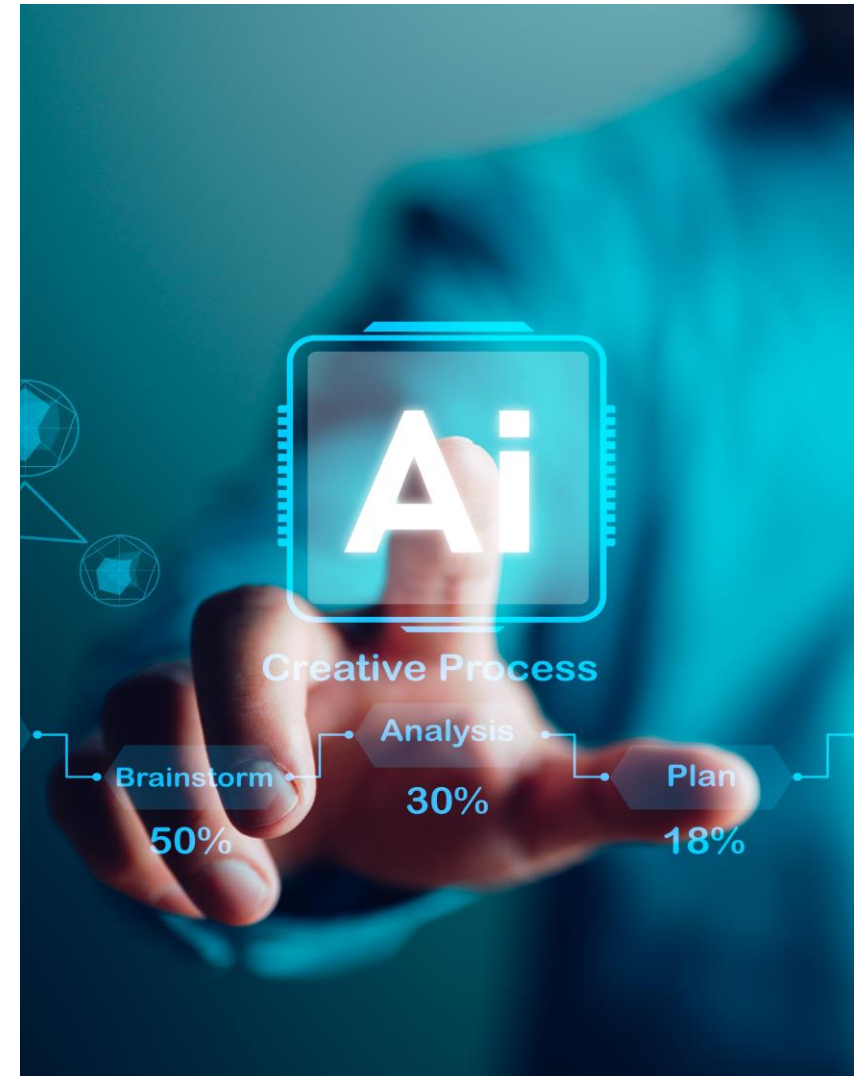
Control to prevent incidents / harm



Stakeholder demands around use of AI



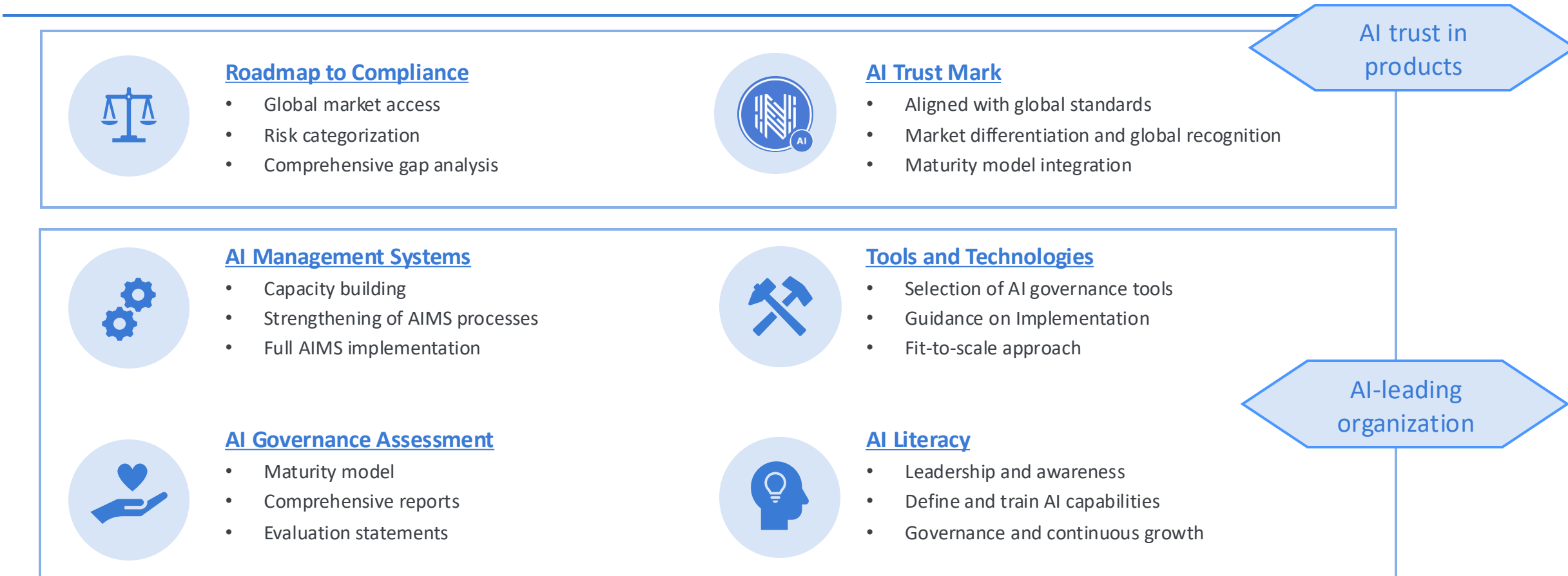
Competitive advantage on the market



# Key interests from customers

Nemko Digital leverages over 90 years of compliance expertise to offer end-to-end governance, risk assessment, and assurance services tailored to evolving AI regulations and standards in alignments with product legislation.

## Key interests



# AI Trust Mark

Symbol of excellence and trustworthiness in AI integration.

# Business Drivers for an AI Trust Mark

An AI Trust Mark enhances trust, compliance, and market credibility, ensuring ethical AI deployment and regulatory alignment. It boosts brand reputation, investor confidence, and global market acceptance, positioning AI systems as responsible and secure.

## Why our clients want an AI Trust mark:



### Competitive Advantage

- Trust & credibility
- Brand reputation
- Premium pricing



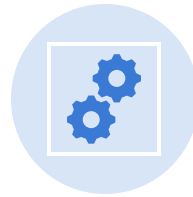
### Regulatory & Compliance Alignment

- EU AI Act & global standards compliance
- Pre-emptive regulatory readiness
- Legal risk mitigation



### Consumer & Business Trust

- User adoption & retention
- Enterprise & public sector procurement
- Transparency & accountability



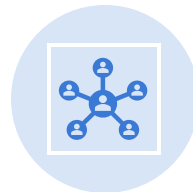
### Risk & Quality Management

- AI risk mitigation
- Process maturity validation
- Incident response & liability protection



### Market Expansion & Global Acceptance

- International market access
- Interoperability & standardization
- Cross-border recognition



### Ecosystem Influence & Business Growth

- Industry leadership
- Stakeholder engagement
- Corporate social responsibility (CSR)
- Investor confidence

*Stay Market-Leading with AI-Embedded Products & Solutions*



# Let's hear from you!

## In your organization, what would be the main reason for seeking an AI Trust Mark?

(Select the most important reason)

1. To support **procurement decisions** (e.g., selecting trustworthy AI suppliers)
2. To **enhance market positioning** and **build customer trust**
3. To ensure **regulatory alignment** (e.g., with the EU AI Act)
4. To strengthen **competitive proposals** (e.g., tenders, grants, or funding applications)
5. To support **effective governance scaling AI** with speed and trust.



# Nemko AI Trust Mark – What is it?



- **Unified Global AI Trust Mark Scheme**  
Assesses and communicates the maturity, reliability, and regulatory alignment of AI embedded in products and software.
- **Aligned with Global Standards**  
Aligned with key international standards and regulatory frameworks (e.g., ISO/IEC 42001, EU AI Act, NIST RMF).
- **Market Differentiation and Global Recognition**  
Enables businesses to differentiate their products and software in an increasingly competitive marketplace.
- **Notation System**  
Nemko's AI Trust Mark employs a notation system to highlight specific strengths in areas.

Assurance  
solutions

AI Trust  
certification

Evaluation  
statements

Test results

Assessment  
results

Audit reports

Risk statement



# Scope and basic principles of Nemko's AI Trust Mark

Nemko's AI Trust Mark follows global frameworks, covering both **products and processes**. It applies to **all risk levels**, ensuring compliance, risk management, and AI trustworthiness.

## Based on top global frameworks:

One assessment to cover today's main global frameworks.



## Risk Categories & Stakeholders

- Covers products of all risk levels (including those defined by special categories i.e. GPAI models), ensuring that all products are assessed.
- Applies to both providers (developers/manufacturers) and deployers (those who implement or operate the product in a real-world setting).

## Product & Process Focus

- The certification is applicable focus on to the product's process framework.
- Initially direct testing of the AI model (e.g., bias testing, performance, or explainability testing) are excluded, but the set up ensures that the underlying processes meet predefined quality standards.

## Combined Assessments

In addition to the core certification process, the scheme provides enhanced assessments and guidance on critical aspects of AI governance. Key topics covered include:

- AI impact assessments
- Post-market monitoring plans
- Third-party supplier agreements
- Incident reporting & management

# Nemko's AI Trust mark is based on key criteria to evaluate quality



*The assessment examines key development and deployment processes underlying the **product's process framework**, using criteria derived from regulatory frameworks such as the **EU AI Act**, **ISO/IEC 42001**, and **NIST RMF**.*

## Product Process Framework criteria

1. Risk management system
2. Data and data governance
3. Technical documentation
4. Record-keeping
5. Transparency and provision of information to deployers
6. Human oversight
7. Accuracy robustness and cybersecurity
8. Quality management system
9. Post-market monitoring



# The Trust mark is supported by a simple and clear Notation system



R1 dm mm



| Risk level                                                                                                                                               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| R1. Low risk AI                                                                                                                                          |
| R2. Limited risk AI                                                                                                                                      |
| R3. High Risk AI                                                                                                                                         |
| <i>These risk levels are aligned with the EU AI Act but maintain independent evaluation criteria, ensuring adaptability beyond regulatory frameworks</i> |

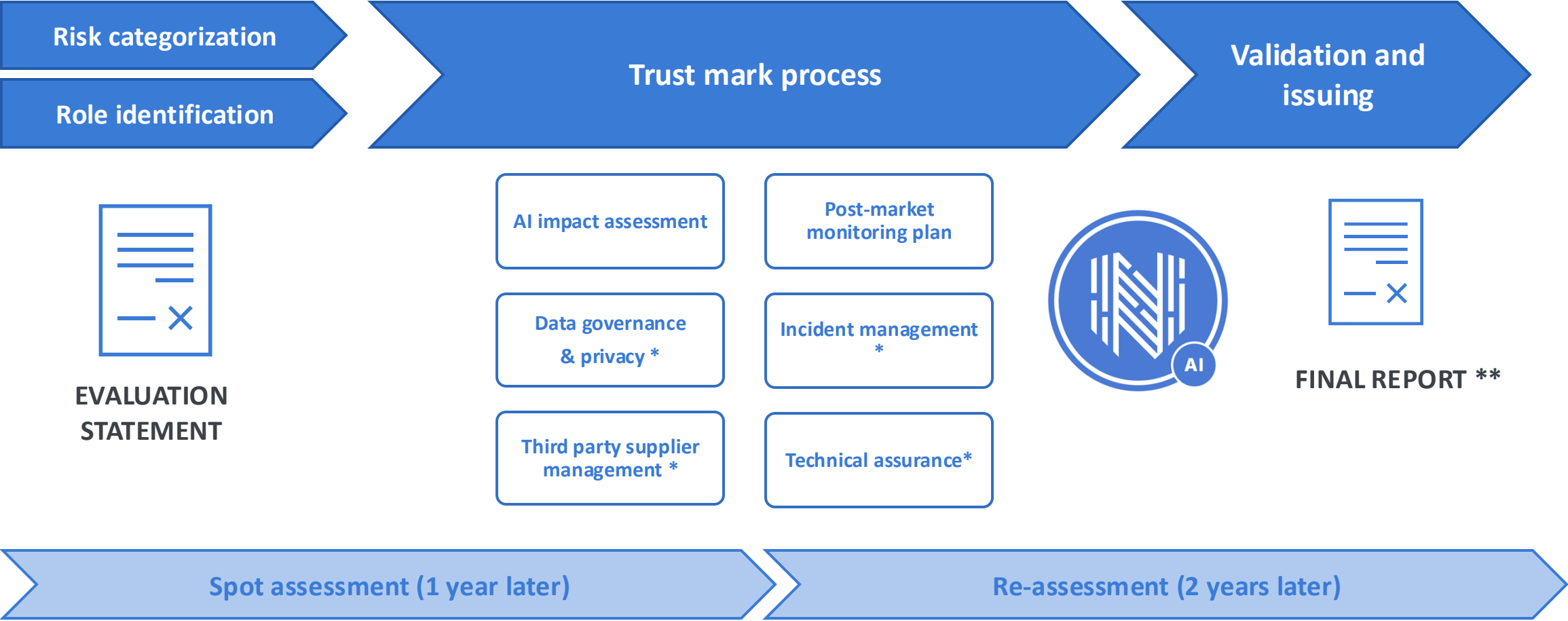
| Validated aspects                                                                                                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Dm = data management                                                                                                                                              |
| Mm = model monitoring                                                                                                                                             |
| Rm = risk management                                                                                                                                              |
| Tr = transparency, provision of information                                                                                                                       |
| Ms = quality management system                                                                                                                                    |
| <i>Additional validation aspects beyond the initial scope may be incorporated later to highlight optional quality control measures and implemented processes.</i> |

Our Trust Mark notation system indicates the assessed risk level (R1, R2, R3), with higher risk levels incorporating more validated aspects. For lower risk levels (R1, R2), additional validated aspects beyond the core assessment scope may be included. These supplementary validations will be reflected in the notation system, ensuring transparency and recognition of enhanced compliance measures.



# We have a straightforward certification process

Our AI Trust Mark certification process follows three key steps: **Risk Assessment**, **Verification Process**, and **Validation/Certification**, ensuring compliance, reliability, and trustworthiness in AI systems.



\* Part of this assessment goes beyond the core scope of the AI Trust Mark but can be integrated into the verification step.

\*\* If compliance with a specific AI regulation is required, an additional verification step with an accredited body will be necessary after obtaining the AI Trust Mark.



# Nemko's AI Trust Mark is backed by a fully established quality mark scheme

## Overview of Criteria/Requirements

- The AI Trust Mark includes a comprehensive list of criteria derived from the EU AI Act, ISO/IEC 42001, and NIST RMF 1.0.
- It clearly defines the requirements for each risk category.

## Detailed Guidance for Certification

- Comprehensive guidance documents are provided for providers/manufacturers on how to prepare for and undergo the certification process.

## Assessment & Verification Protocols

- Standardized assessment procedures are in place to verify compliance.
- Clear assessment protocols and follow-up assessments (e.g., annual audits, reviews) ensure ongoing adherence to standards.

## Standards for Disclosure

- Clear standards define what information is disclosed publicly regarding certification.
- Disclosure is transparent, allowing stakeholders to understand the basis and extent of the assessment.
- We offer voluntary disclosure schemes for certificate holders to provide easy proof of conformity.

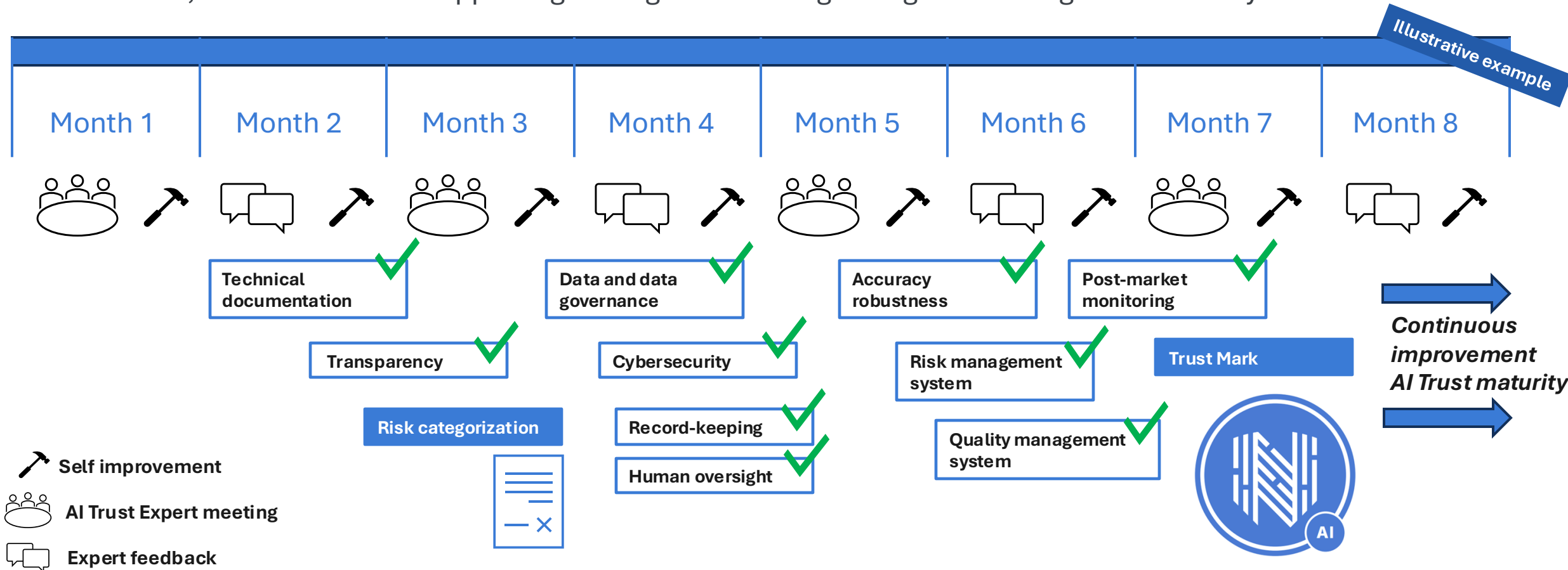
## Dispute Resolution Process

- A clear and transparent process is in place for handling disputes or appeals, with escalation procedures to ensure the fair resolution of any challenges to certification.



# How the Service works in practice

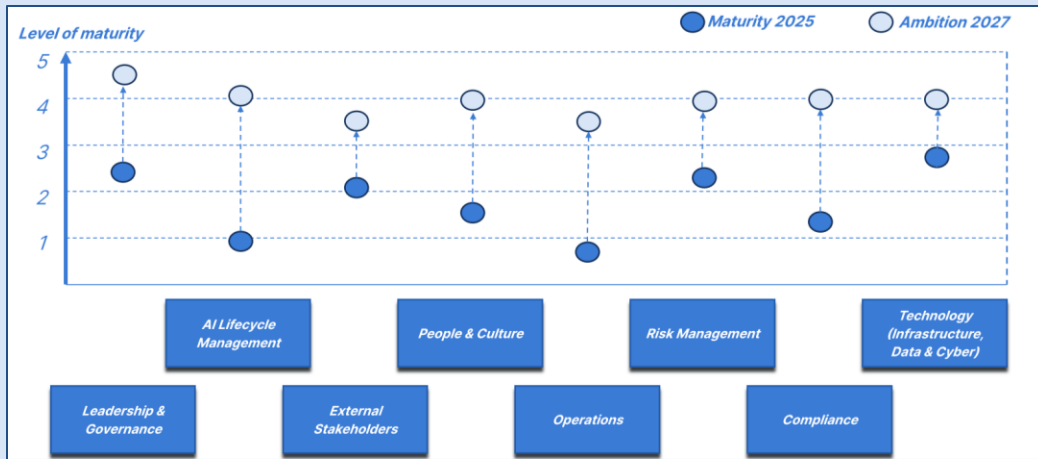
In the service model, companies receive a combination of expert sessions and structured feedback to improve key AI trust elements, while progressing through risk categorization and AI Trust assessments. After obtaining the AI Trust Mark, we can continue supporting the organization in growing and scaling its AI maturity.



\* Nemko Group remains as the conformity assessment body of the AI trust mark.



# Our 30-min webinars – Summer Edition



## AI Maturity

*What it means, why it matters, and how to benchmark your readiness + **deep dive into AI inventory management and lifecycle oversight.***

**July 9<sup>th</sup> 2025**

## EU AI Act – An Update

*Understand new enforced GPAI obligations (taking effect on 2 August 2025) related to governance, transparency, copyright, and documentation of GPAI models.*

**August 4<sup>th</sup> 2025**



# Our 30-min webinars – Summer Edition

## Playbook for Responsible AI Development



## AI Developer's Playbook

*A step-by-step guide designed to help engineering and product teams develop AI systems that are safe, effective, and aligned with regulatory expectations.*

**August 20<sup>th</sup> 2025**

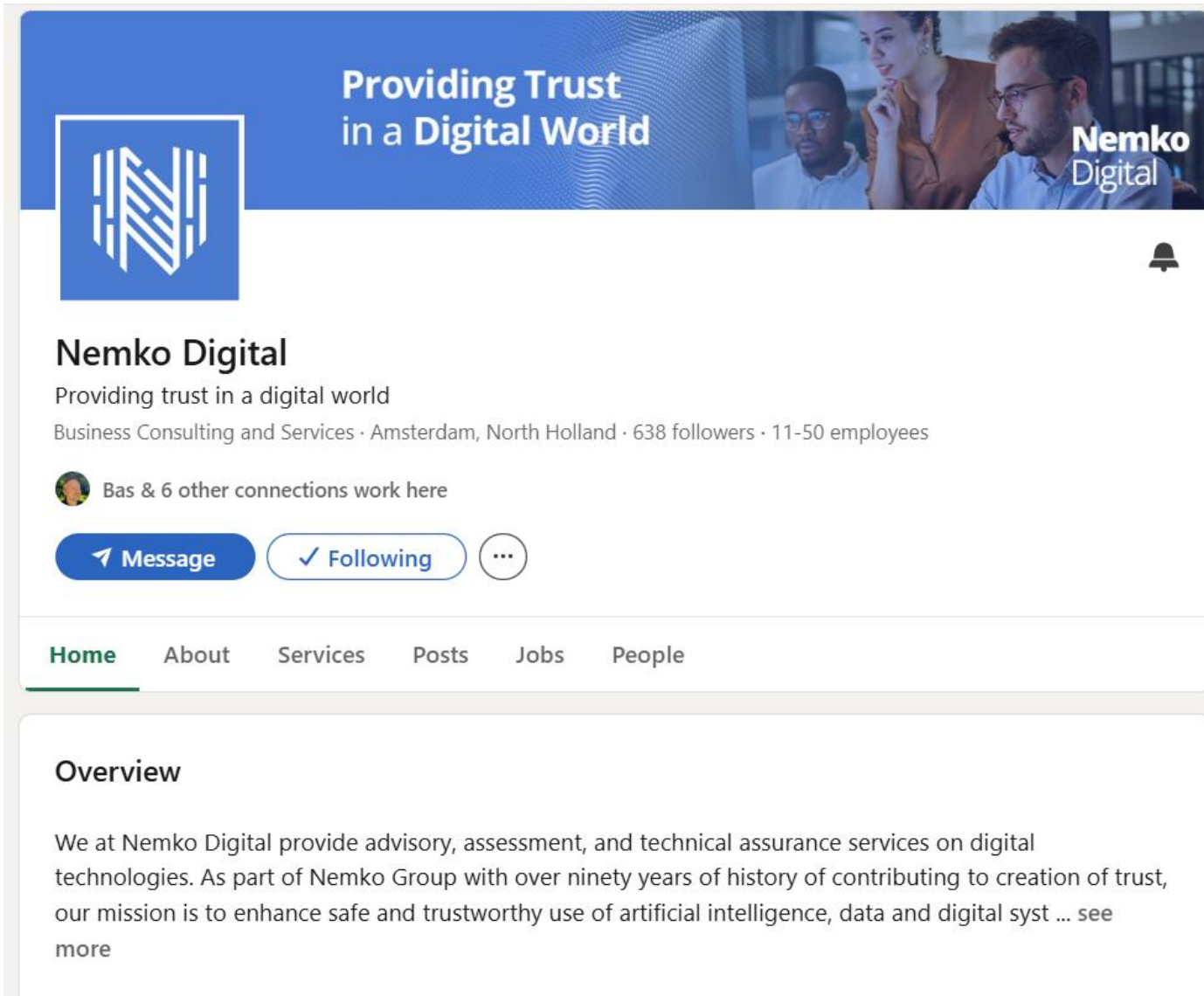
## AI Governance Tooling & Technologies

*Explore how leading organizations are using purpose-built tools to support AI governance, risk management, and compliance*

**September 11<sup>th</sup> 2025**



# Keep track of our webinar through our LinkedIn community



## Follow us!

Join us on LinkedIn or at the AI Hub, where we regularly share insights, videos, news, webinars, and other engaging content.



For complete details about our services, visit [digital.nemko.com](https://digital.nemko.com) or explore our brochure.

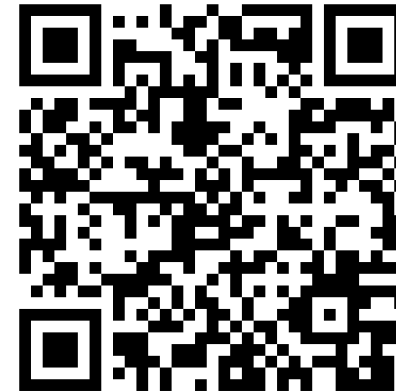


## Next steps



# 15-Minute AI Consultation: Tailored Insights for Your Business

Additionally, we provide a 1 – 1,5 hour deep dive session to help evaluate your product and how we can best support you and your team.





**Nemko**  
Digital