



Nemko
Digital



The AI Trust Mark: Building Confidence in the Age of AI Governance

***"Trust Has Always Been a Competitive Advantage.
AI Is No Exception."***

Artificial intelligence is rapidly moving from a largely unregulated technology to one governed by an increasingly complex landscape of regulations, standards, and assurance frameworks. Around the world, governments and industry bodies are introducing requirements aimed at ensuring AI systems are developed and deployed responsibly, transparently, and safely.

Among these initiatives, ISO/IEC 42001 has quickly emerged as the leading international standard for AI governance. Published in 2023 as the world's first Artificial Intelligence Management System (AIMS) standard, ISO/IEC 42001 provides organizations with a structured framework to govern the development, deployment, and use of AI systems responsibly. At the same time, regulations such as the EU AI Act and frameworks such as NIST's AI Risk Management Framework are shaping what trustworthy AI should look like in practice.

The regulatory landscape continues to evolve. In Europe, discussions surrounding the Digital Omnibus initiative reflect a broader effort to streamline and simplify digital regulation while maintaining high standards for safety, transparency, and accountability. Nevertheless, this does not diminish the growing expectation that organizations demonstrate responsible governance of emerging technologies. If anything, it reinforces the importance of having robust governance frameworks and credible mechanisms for demonstrating trust.

This evolution should not come as a surprise. We have seen the same pattern before with cybersecurity, quality management, and information security. Organizations that could demonstrate alignment with recognized frameworks such as ISO 9001 or ISO/IEC 27001 gained a significant advantage. Certification became more than a compliance exercise—it became a signal of trust, helping organizations win business, satisfy procurement requirements, and reassure customers and stakeholders.

As AI becomes increasingly embedded into products, services, and business processes, why should it be any different?



A Legacy of Trust

For more than 90 years, **Nemko** has helped organizations demonstrate **compliance, safety, and trust** through [certification](#) and [conformity assessment programs](#). Across industries and markets, trust marks have provided customers, regulators, and business partners with confidence that products and services meet recognized requirements.

This long-standing experience has given Nemko a unique perspective: **trust is not built through claims alone. It is built through independent verification, transparent assessment, and recognized standards.**

As AI governance rapidly emerged as a global priority, Nemko Digital recognized a clear need for a certification framework capable of addressing both regulatory expectations and industry best practices. Drawing on Nemko's decades of expertise in certification, combined with deep involvement in AI governance and digital regulation developments worldwide, we believed we were uniquely positioned to create a framework that organizations could use to demonstrate trustworthy AI in a meaningful and credible way.

The result is the [AI Trust Mark](#).



What Is the AI Trust Mark?

The AI Trust Mark is a certification framework designed to provide organizations with a practical and internationally relevant way to demonstrate trustworthy AI.

Rather than relying on a single source of requirements, the framework combines three of the most influential AI governance initiatives currently shaping the global market:

- The [EU AI Act](#)
- [ISO/IEC 42001](#)
- The [NIST AI Risk Management Framework](#)

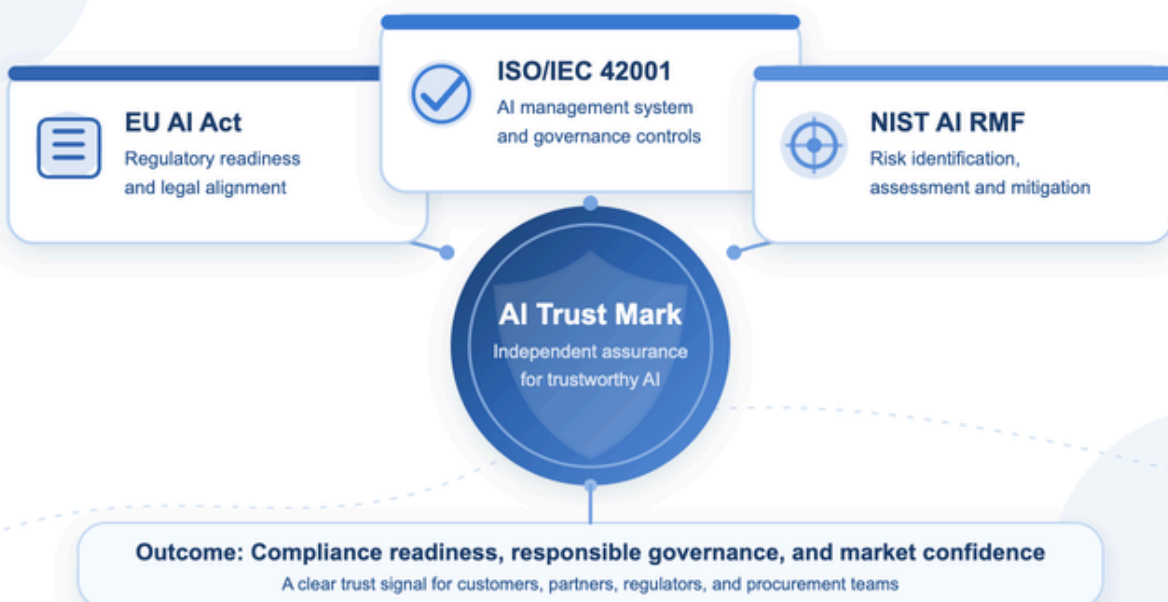
Together, these frameworks represent regulatory, management-system, and risk-based approaches to AI governance. By aligning with all three, organizations demonstrate not only compliance readiness but also a broader commitment to responsible AI practices.

The AI Trust Mark can be applied to both standalone AI systems and AI-enabled products. It provides independent assurance that an organization has implemented governance processes, risk controls, transparency measures, and accountability mechanisms consistent with today's leading AI governance expectations.

Importantly, the framework is particularly well suited for modern products that incorporate multiple AI systems or models, even where those individual systems may fall under different risk categories or serve different functions. Similar to the EU AI Act, the AI Trust Mark adopts a risk-based approach, enabling organizations to assess and govern AI according to its intended use, potential impact, and associated risks. This makes it especially relevant for complex AI-enabled products where multiple AI components must be managed within a consistent governance framework.

The AI Trust Mark Framework

Three pillars that support trustworthy AI assurance



By combining regulatory requirements with internationally recognized governance and risk management practices, the AI Trust Mark helps organizations prepare not only for today's obligations but also for future regulatory developments. As initiatives such as the [Digital Omnibus](#) seek to harmonize and simplify compliance expectations across the digital ecosystem, organizations that can already demonstrate mature AI governance will be better positioned to adapt and compete.

In short, it demonstrates that an organization's AI systems are being managed as responsibly and as trustworthily as possible based on current international best practices.

More Than Compliance

Many organizations initially view AI governance through a compliance lens. This is understandable, particularly for providers of high-risk AI systems that must satisfy regulatory obligations under frameworks such as the EU AI Act.

However, the AI Trust Mark offers value that extends far beyond regulatory alignment.

Organizations that obtain the AI Trust Mark gain:

- Increased credibility with customers, partners, and regulators
- Greater confidence during procurement and vendor selection processes
- Independent validation of AI governance practices
- Stronger risk management and oversight mechanisms
- Enhanced transparency and accountability
- Differentiation in increasingly competitive markets

Importantly, the AI Trust Mark is not only relevant for organizations developing high-risk AI.

Providers of low-risk AI systems also face growing expectations from customers and business partners regarding responsible AI practices. While they may not be subject to the same regulatory obligations, they still benefit from demonstrating that they follow recognized governance standards and industry best practices.

Rather than simply stating that their AI presents low risk, organizations can actively demonstrate that their AI is trustworthy.

In a market where trust increasingly influences purchasing decisions, that distinction matters. As procurement teams, regulators, and enterprise customers increasingly seek evidence of responsible AI practices, independent certification can become a powerful differentiator regardless of an AI system's risk classification.

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South Korea: A Leading Example

South Korea has been among the first countries to recognize the strategic importance of AI assurance.

The country quickly established its own recognized domestic certification program, [AI+](#), which is built on the principles of ISO/IEC 42001 and aims to promote responsible AI management practices within the Korean market.

At the same time, South Korea understands that organizations operating internationally often seek certifications that are recognized beyond domestic borders. International trust signals are increasingly important for companies competing in global markets.

This shared vision led to a partnership between Nemko Digital and the [Korea Standards Association \(KSA\)](#), the key organization behind the AI+ initiative.



KSA Chairman Mr. Dong-min Moon and Nemko Group CEO Mr. Per Ove Øyberg—attended the ceremony, A strategic alliance to build global AI trust

Combining KSA's leadership within Korea with Nemko Digital's expertise in international certification, AI governance, and European digital regulation—including active engagement with developments surrounding the EU AI Act and broader European digital policy initiatives—the partnership successfully introduced the AI Trust Mark to the Korean market.

The response was immediate.

Watch video here: [“Nemko Digital Supports Korean Trust Mark for AI Certification”](#)



Recognizing the value of demonstrating internationally recognized AI trustworthiness, [Samsung became the first organization in Korea—and the first organization globally—to obtain the Nemko AI Trust Mark.](#)

Since then, additional organizations have begun following the same path, reflecting a broader market recognition that AI assurance is rapidly becoming a competitive differentiator.

A Global Movement

The AI Trust Mark's journey did not begin and end in Korea.

Today, interest in trustworthy AI certification continues to expand across multiple regions. Organizations in markets such as Taiwan, China, and across Europe are increasingly exploring how independent assurance can help them navigate evolving regulatory requirements while building confidence among customers and stakeholders.

This reflects a broader trend taking shape worldwide.

Organizations are realizing that future AI success will not be determined solely by technical capability. It will also depend on their ability to demonstrate governance, accountability, transparency, and trust.

As governments refine AI regulations and broader digital policy frameworks—including initiatives such as the Digital Omnibus—organizations are looking for practical ways to demonstrate that they are not merely reacting to regulation but proactively implementing best practices. The AI Trust Mark provides a credible and internationally recognized mechanism for doing exactly that.



Learn More About the AI Trust Mark

As AI regulations mature and stakeholder expectations continue to rise, organizations are increasingly looking for practical ways to demonstrate responsible AI governance and build confidence among customers, partners, regulators, and investors.

Whether you are developing standalone AI systems, integrating multiple AI models into products, or preparing for emerging regulatory requirements, the AI Trust Mark provides an independent and internationally relevant framework for demonstrating trustworthy AI practices.

By aligning with leading governance frameworks and supporting readiness for evolving regulatory initiatives such as the EU AI Act and the broader European digital regulatory landscape, the AI Trust Mark helps organizations move beyond compliance and toward lasting trust.

To learn more about the [AI Trust Mark](#), its certification process, or how it can support your organization's AI governance objectives, contact [Nemko Digital](#) or visit our website for additional information.



About the author



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Mónica Fernández Peñalver is Digital and AI Governance Lead at Nemko Digital. Drawing on expertise in digital governance and policy, she supports organizations and technical teams in applying regulations such as the EU AI Act, Data Act, GDPR, and the Cyber Resilience Act, as well as international standards like ISO/IEC 42001, to navigate regulatory requirements and implement them effectively.