



Verified by GS1* Frequently Asked Questions

What is Verified by GS1?

Verified by GS1 is a global registry of Global Trade Item Numbers® (GTINs®) to verify whether 7 basic attributes are present for a product.



What is the purpose of Verified by GS1?

Verified by GS1 is designed to ensure every product has a unique GTIN assigned to it that has been allocated per GS1's rules and guidelines (as outlined in the GTIN Management Standard) and can be confirmed by trading partners. By registering legacy GTINs and new GTINs with a limited set of attributes that identify the products, Verified by GS1 enables brand owners to confirm the availability of the products' GTINs.

Why was Verified by GS1 created?

A group of companies in the Consumer Goods Forum (CGF) and GS1 came together to challenge the ways they thought about creating and sharing product information to achieve higher data quality, more completeness and easier ways to share information. The participants worked on five pilot projects which ultimately underscored the need for validation of unique identifiers and key attributes – the basic tenets of Verified by GS1.

Who are the users of Verified by GS1?

The users of Verified by GS1 include retailers, marketplaces, brand owners, solution providers, agencies, app developers, industry consortia and others – basically any organization that has a need to either register a product's GTIN, or to verify the brand owner or identity of a GTIN. In 2019, Verified by GS1 will be rolled out to the members of the GS1 US Retail Grocery Initiative, followed by broader industry outreach.

What are the benefits of Verified by GS1?

By sharing GTINs and core attribute information through Verified by GS1, brand owners will now have a single place for retailers, marketplaces and others to verify the presence of attributes for product listings.

Verified by GS1 ensures that a GTIN has been properly constructed and is not duplicated in the system. Additionally, Verified by GS1 checks that the GTIN is licensed to the brand owner providing the information. Provided the data entered into Data Hub is accurate, this can help aid integrity and security in the listing process and helps to prevent a seller from inadvertently “borrowing” a GTIN from another item for its listing. In addition, Verified by GS1 will help increase data transparency, operational efficiencies and the overall consumer experience.

How does Verified by GS1 help achieve overall data accuracy?

Verified by GS1 uses validation rules to check the quality and completeness of the GTIN. Additionally, Verified by GS1 applies a global set of validation rules on the attributes provided and conducts a check to make sure that all attributes are complete. The brand owners who provide the data are solely responsible for the quality of all data in GS1 US Data Hub | Product and the GS1 Registry Platform.

I am a brand owner, what do I need to do to get started with Verified by GS1?

GS1 US is rolling out Verified by GS1 in waves, in order to ensure it is achieving its objectives for our members. Here are some things you can do to prepare to get started with Verified by GS1:

- Upload your products with complete and accurate data (GTIN + 6 attributes) into Data Hub Product. If you have licensed the GS1 company prefix from GS1 US, you may have a free subscription to GS1 US [Data Hub](#) to create and manage product data.
- Ensure updates are shared with your data pool and catalog partners.
- Create and manage GTINs in GS1 US Data Hub with basic product attributes.

For more information, please visit the [Verified by GS1 page](#) on our website and sign up to receive further updates.

I am a retailer, what do I need to do to use the Verified by GS1 solution?

GS1 US is rolling out Verified by GS1 in waves, in order to ensure it is achieving its objectives for our members. Here are some things you can do to prepare to get started with Verified by GS1:

- Subscribe to GS1 US [Data Hub](#) View/Use
- Work with your suppliers to ensure the unique identification of every product in your catalogs with a valid GTIN based on a GS1 US issued Company Prefix
- Encourage your suppliers to leverage Verified by GS1 and upload product information into GS1 US Data Hub – the faster brand owners upload their core product data; the sooner retailers and other data users can benefit from Verified by GS1

For more information, please visit the [Verified by GS1 page](#) on our website and sign up to receive further updates.

Do I need to pay to benefit from Verified by GS1?

Users must first be a GS1 US member in order to gain access to the Verified by GS1 solution. To become a member, please [contact GS1 US](#). If you already have a GS1 US issued company prefix, you are already a member. Data recipients need to subscribe to GS1 US [Data Hub](#) View/Use.

Where can I stay on-top of Verified by GS1 updates?

Visit www.gs1us.org/industries/emerging-topics/verified-by-gs1 for the latest information on Verified by GS1.

Disclaimer

*Verified by GS1 indicates that GS1 has performed a limited automated logical check to confirm that the product identifier (GTIN) is properly constructed, and the GTIN is associated with a licensed prefix as recorded in the GS1 Registry Platform as well as a set of select brand attributes is present for each GTIN. GS1 US has not verified the accuracy of the select brand attributes. "Verified by GS1" does not provide a guarantee by GS1 US that the product data is current, complete or accurate. You understand that your use of this data is at your own risk and GS1 US will not be responsible for any liability arising from your use of the data, even if it has a "Verified by GS1" seal associated with it.