



The Global Language of Business

**GS1 Standards**

# GS1 DQX SelfCheck - Process information

Description of the GS1 DQX SelfCheck processes

*Version 1.2, Mar 2025*

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## Document Summary

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1.2	24.03.2025	GS1 Germany	Change of the contact address

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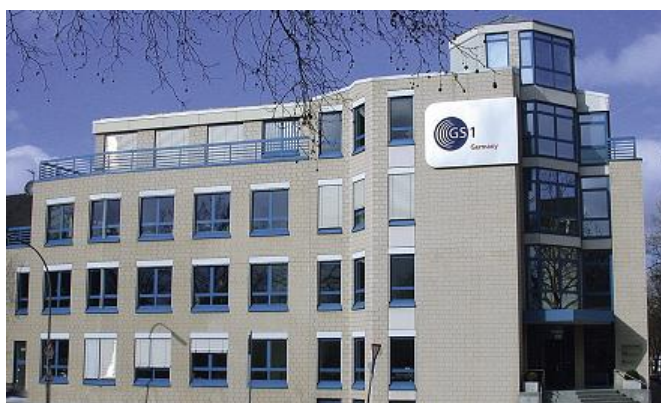
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# 1 GS1 DQX SelfCheck

## 1.1 Background

Since 2017, GS1 Germany has been developing a centralized data quality service for product master data together with the Fast Moving Consumer Goods (FMCG) community, consisting of representatives from industry and commerce. Product master data provided via the Global Data Synchronization Network (GDSN) are to be checked in a standardized way via this data quality service.

The validation of product master data by the GS1 DQX Data Quality Service takes place within the framework of a two-stage validation process, which consists of an automatic and a visual validation. The automatic quality validation of the product master data with regard to completeness, correctness, consistency and plausibility is carried out using standardized validation rules. In addition, product master data provided for consumer units from the food or near-food sectors are compared with the corresponding product images/artwork as part of a visual validation.

Based on the validation results of both validations, the data quality certificate (GS1 DQX Certificate) is awarded, which reflects the data quality of the checked product. The GS1 DQX Certificate is sent to the data recipient as information. Data providers also receive a quality reporting, which provides detailed information about the quality as well as possible discrepancies of the checked product master data. This information is provided to the data recipient by means of a CIN (Catalogue Item Notification).

In the November 2020 release, a validation rule was already implemented as a warning. Thereby non-GS1 DQX customers (data providers) were informed that the data set is not quality-checked. Previously, both quality-checked and non-quality-checked product master data were transmitted to the data recipient. With the May 2023 release, a new validation rule will be implemented rendering the quality assurance of product master data mandatory. Initially, this will only affect new items of consumer units in GS1 DQX-relevant assortment areas. GS1 DQX SelfCheck was developed to offer data providers an alternative to the data quality service GS1 DQX ComfortCheck and to thus furthermore enable the transmission of newly created product master data.

As with the data quality service GS1 DQX ComfortCheck, the quality validation in the framework of GS1 DQX SelfCheck also takes place as part of a two-stage validation process. The automatic quality validation continues to be performed centrally at GS1 Germany. The visual validation is performed in-house by the data provider and transmitted to GS1 Germany. This ensures an equal value of the two certificates from the GS1 DQX ComfortCheck and GS1 DQX SelfCheck services. Registration for the GS1 DQX SelfCheck Service is subject to defined prerequisites and successful certification is required for participation.

## 1.2 Benefit

Participation in GS1 DQX already offers numerous benefits for data providers and data recipients. Product master data that has been subjected to the central quality validation by GS1 Germany and certified with a GS1 DQX Certificate is considered quality-assured within the community with regard to the checked attributes. This central awarding of the data quality certificate increases the acceptance of the data in the exchange between data providers and data recipients. This increased acceptance leads to a significant reduction in the amount of bilateral exchange between data providers and data recipients, and thus actively contributes to a significant reduction in the exchange of item passes.

With the introduction of the GS1 DQX SelfCheck alongside the already established GS1 DQX ComfortCheck, every data provider can now select the alternative that is best for them.

Further information on the benefits of the GS1 DQX SelfCheck Service can be found on the GS1 Germany website, at [www.gs1.de/dqx](https://www.gs1.de/dqx).

## 2 Process elements of the GS1 DQX SelfCheck

### 2.1 Transmission process (validation rule)

On May 20, 2023, a new validation rule will be implemented so that the validation of the product master data quality will become mandatory for data exchange in the German target market. The obligation is initially limited to new items of consumer units in GS1 DQX-relevant assortment areas.

For all new consumer units relevant for visual validation that have been published from May 2, 2023 and have not been checked and certified according to the jointly defined specifications of GS1 DQX, a synchronization-preventing "error" is generated.

A data set that is not quality-assured is thus no longer forwarded to retailers.

An exception exists for GS1 DQX SelfCheck Candidates, whose new items are temporarily transmitted even without a quality certificate during the candidates' certification process.

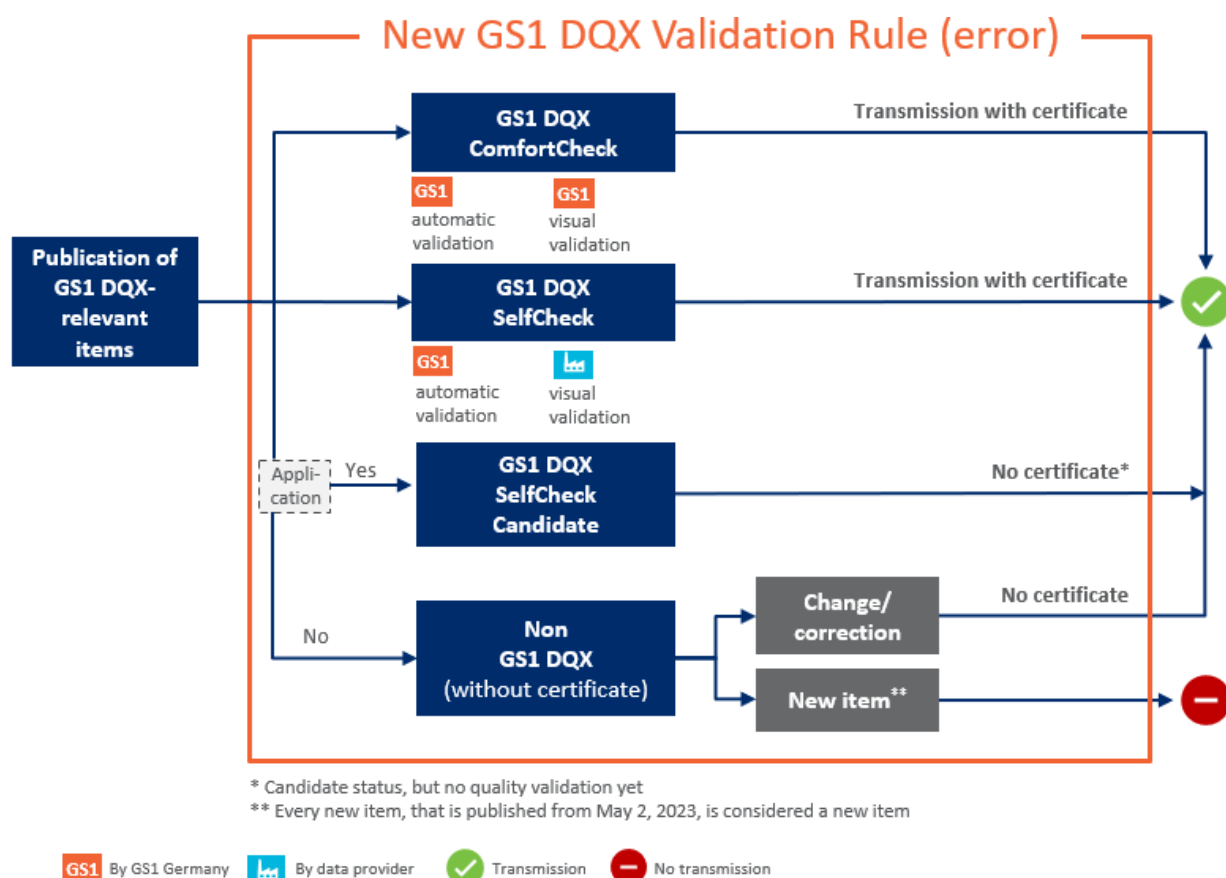


Figure 2 - 1: Transmission logic

#### 2.1.1 GS1 DQX SelfCheck Candidate

Once a data provider has submitted the application for the GS1 DQX SelfCheck Certification and the application requirements have been successfully verified by GS1 Germany, the data provider receives the status "GS1 DQX SelfCheck Candidate". During the candidate status, both changes to product master data and new items are transmitted to data recipients. At this point, the product master data is only validated based on the automatic validation.



The attribute-value pair (AVP) "DQX\_SelfCheck"<sup>1</sup> is not yet considered at this point in the certificate calculation and there is no information regarding the visual validation in the CIN. Instead, data recipients receive the information that the data provider is a GS1 DQX SelfCheck Candidate. In the candidate status, the company receives an intermediate certificate. This allows a clear distinction for data recipients.

## 2.2 Validation process

The validation process is essentially analog to the GS1 DQX ComfortCheck data quality service, with the exception that the visual validation is performed in-house at the data provider.

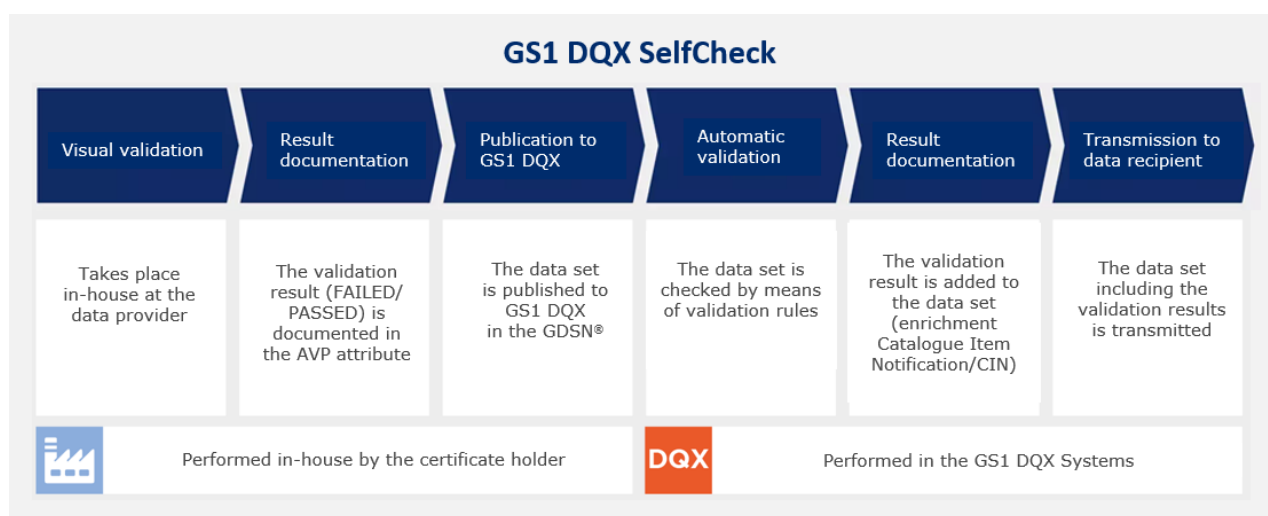


Figure 2 - 2: Validation process for GS1 DQX SelfCheck

### 2.2.1 Optional: Upstream automatic validation

It is possible to have the product master data checked in advance using validation rules. This can be done by using the DQG (Data Quality Gate) or by implementing the validation rules in-house.

Pre-validation is optional and serves only as a supporting tool to detect and correct discrepancies in the data set at an early stage.

### 2.2.2 Step 1 and 2: Visual validation and enrichment AVP attribute

Product master data, if they are consumer units from the GS1 DQX-relevant assortment areas, must be subjected to a visual validation in accordance with GS1 DQX regulations. The basic principles for the visual validation of consumer units are set out in the GS1 DQX Documents. Relevant here are, among others, the GS1 DQX Prüfmatrix (validation matrix) and the GS1 DQX Kompendium. All the necessary information is thus made publicly available.

The visual validation is a comparison of product master data against associated information on a consumer unit (e.g. product images/artwork, physical product etc.).

The respective result of the visual validation must be recorded in the AVP attribute (FAILED/PASSED) of the product master data record and subsequently published to GS1 DQX.

<sup>1</sup> The AVP DQX\_SelfCheck is a new attribute that will be introduced for the GS1 DQX SelfCheck Service and can be used from May 20, 2023.

### 2.2.3 Step 3: Publication to GS1 DQX

For the provision of product master data for the validation (automatic validation on the basis of validation rules) and certification, the previous publication process via the GDSN® will remain. Publication to GS1 DQX or generally to the German target market (country code 276) is possible. As in the GS1 DQX ComfortCheck, each data publication triggers the automatic validation at GS1 Germany.

### 2.2.4 Step 4: Automatic validation

The automatic validation is based on standardized validation rules, the GS1 DQ Standard and the FMCG validation rules in the respective current version. This means that product master data of an entire product and packaging hierarchy (multiple interrelated GTINs) are checked.

Depending on the publication type and the GDSN®-certified data pool used, the automatic validation of the product master data is performed at different times.

The distinction between the two publication types in atrify serves as an example. When using the publishing (WebUI) of atrify, the automatic validation already takes place during data entry. This has the advantage that any errors/discrepancies can be identified and corrected before certification. If data is provided to GS1 DQX via an M2M connection, the automatic validation takes place after publication.

The certification of the product master data takes place based on the visual validation result and the automatic validation by the GS1 DQX systems. The result of the optional pre-validation plays no role in the certification process. A report is provided to the data provider via email.

### 2.2.5 Steps 5 and 6: Enrichment CIN and transmission to data recipient

After the validation has been completed, the GS1 DQX SelfCheck Certificate is calculated based on the validation results of the automatic validation and the visual validation. If the AVP attribute (result of the visual validation) has not been maintained, but there is a change to the product master data set that is relevant for the visual validation, a PENDING is entered.

The CIN (Catalogue Item Notification) is enriched with the validation result of the visual validation, the validation result of the automatic validation and the calculated GS1 DQX SelfCheck Certificate, as well as with the error messages from the automatic validation. This enriched technical message is forwarded to the data recipient.

## 3 Requirements for certification

### 3.1 Current data quality

When applying for GS1 DQX SelfCheck, the current data quality measured by the KPI (Key Performance Indicator) "Absolute data quality" must be proven to be greater than or equal to 97%.

To obtain proof of sufficient data quality, the data provider must publish all product master data to the DQG. All product master data (also GTINs outside the visual validation scope for the certification) are taken into account during the automatic validation. This report must be attached to the certificate application as proof.

If the proof shows a too low data quality, the data provider can correct the discrepancies according to the provided DQG report in the product master data and publish it again until the desired threshold value is reached.

The aim of this prerequisite is to improve the quality of the product master data and to point out (systematic) discrepancies to data providers. This not only improves the data quality within the scope for the certificate, but also fundamentally. In addition, the trust in the GS1 DQX SelfCheck Certificate on the part of the trading company will be strengthened.

### 3.2 Process and structural/organizational requirements

The equivalence of the GS1 DQX ComfortCheck and GS1 DQX SelfCheck Certificates is elementary and depends significantly on the results of the visual validation performed in-house. It must be ensured that the data provider can permanently perform the visual validation of the product master data in a result-oriented and error-free manner.

The data provider is expected to develop, document, and establish appropriate processes, roles, and training concepts. These requirements are queried in the application and must be confirmed. Among other things, the existence of the following items is queried. The list is not exhaustive and an extension is possible in the future.

1. (Optional) Process documentation for pre-validation
2. Process documentation for visual validation
3. Process documentation for quality assurance management
4. Definition of role profiles
5. Training concept for responsible and executing employees (onboarding and ongoing training)

## 4 (Re-)Certification and auditing process

As part of the certification, re-certification and auditing process, the data quality of the data sets of the in-house visual validation, which are checked independently by the data provider, is checked on the basis of a random sample. After the initial application and certification, an annual re-certification of the data provider by GS1 takes place in order to extend the certificate.

Furthermore, GS1 Germany reserves the right to review the quality of the validation results of the in-house visual validation in the form of an auditing process at any time. This can be initiated by a complaint from a trading company.

### 4.1 Certification process

The process for initial certification of a data provider is visualized in Figure 4 - 1 and the individual steps are explained below.

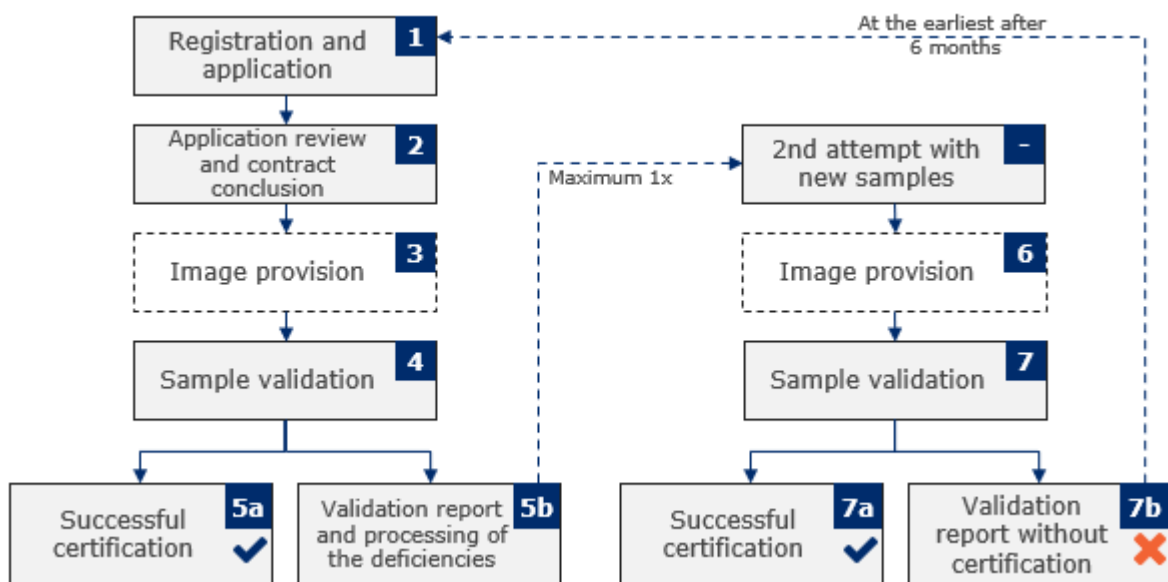


Figure 4 - 1: Certification process

#### 4.1.1 Step 1: Application of the candidate

The applicant registers at [gs1.de/dqx](https://gs1.de/dqx) to participate in the GS1 DQX SelfCheck. As part of the registration process, the applicant confirms that they meet the requirements for participation.

In the application, the evidence and requirements for certification mentioned in chapter 3 are requested and confirmed by the applicant.

#### 4.1.2 Step 2: Application review and conclusion

The information is checked for completeness and accuracy (including data quality score) and a confirmation is sent by e-mail, as well as an announcement of the future start of the sample validation. After a successful check, the applicant temporarily receives the so-called candidate status. As long as the applicant is in the application process, changes and new items of GS1 DQX-relevant product master data are transmitted to the data recipients as usual.

### 4.1.3 Step 3: Image provision

For the upcoming sample validations, it is necessary that product images and artwork are available that meet the requirements<sup>2</sup> of the GS1 DQX Visual Validation. The applicant must ensure that the images are provided either via the GDSN® or via the GS1 DQX Upload Tool.

### 4.1.4 Step 4: Sample selection and size

GS1 Germany checks the data quality by means of a randomly selected sample according to the criteria defined in chapter 4.1.4.1, based on the GS1 DQX-relevant GTINs published by the applicant in the GDSN®. The check is performed using the defined GS1 DQX validation routines.

The selected sample size is based on the number of published GS1 DQX-relevant GTINs – max. 50 GTINs. The visual validation must be discrepancy-free (PASSED) for all product master data contained in the sample.

It is required that the certificate candidate publishes all product master data to GS1 DQX or to the German target market prior to application.

#### 4.1.4.1 Sampling criteria

Both in the initial certification process and in the re-certification and auditing process, the data quality is checked by means of a random sample.

The sample size is limited by a lower bound (30 GTINs) and an upper bound (50 GTINs). Within the limits, the sample size is defined by a fixed percentage (10%) of all GS1 DQX-relevant product master data. For certificate candidates/holders with less than 30 GTINs (lower bound), a full validation is performed each time.

The aim of the sampling criteria is to ensure a sample and thereby prevent discrepancy-prone visual validations outside the sample.

### 4.1.5 Step 5a: Successful certification

If the sample validation confirms the required data quality, i.e. no discrepancies are detected in the sample visual validation, the certification for GS1 DQX SelfCheck takes place. New items and changes to GS1 DQX-relevant product master data are transmitted to the data recipients as usual. The status is valid for twelve months. After this period, re-certification must take place. GS1 Germany sends an e-mail with a corresponding note before the expiration date of the certificate.

### 4.1.6 Step 5b: Validation report and processing of the deficiencies

If the sample validation shows deficiencies in the data quality, certification will not be granted. The applicant receives a corresponding report showing the detected discrepancies and the reasons for them. The applicant now has time to make the corrections and correct structural discrepancies.

The certificate candidate may file an objection within 14 days, beginning with the transmission of the standard report. The form provided must be used for the objection.

### 4.1.7 Step 6: Image provision

For the upcoming sample validations, it is necessary that product images and artwork are available that meet the requirements of the GS1 DQX Visual Validation. The applicant must ensure that the images are provided either via the GDSN® or via the GS1 DQX Upload Tool.

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<sup>2</sup> The requirements for GS1 DQX Visual Validations can be found in the document "Description of the functionality of Data Quality Excellence (GS1 DQX)".

#### **4.1.8 Step 7: New sample**

GS1 Germany again checks the data quality using a randomly selected sample. The same framework conditions apply as for the first check (see step 3).

#### **4.1.9 Step 8a: Successful certification**

If the new sample validation confirms the required data quality, i.e. no discrepancies are detected, certification for GS1 DQX SelfCheck takes place. New items and changes to GS1 DQX-relevant product master data are transmitted to the data recipients as usual.

#### **4.1.10 Step 8b: Validation report without certification**

If the sample validation again shows deficiencies in the data quality, certification is not granted. The applicant receives a corresponding report showing the detected discrepancies and the reasons for them. The certificate candidate can file an objection within 14 days, starting with the transmission of the standard report. An application for a new certification process is only possible again after six months. This period serves to give the applicant the opportunity to review and adjust the quality assurance processes. In the meantime, changes and new items of GS1 DQX-relevant product master data will not be transmitted to the data recipients.

For the transition, the certification candidate has the option to register for the GS1 DQX ComfortCheck, which is subject to a fee. This ensures the required data quality validation and the data is transmitted to the data recipients as usual.

### **4.2 Re-certification process**

The process for re-certifying a certificate holder is visualized in Figure 4 - 2: Re-certification process. The re-certification process is carried out when the process is initiated by the certificate holder in order to extend the certificate by one year. GS1 Germany sends an e-mail with a corresponding notice before the expiration date of the certificate. A difference to the initial certification process is that in the case of re-certification, there is no correction if the sample is not passed but the certificate is withdrawn. The re-certification process is subject to the same cost structure as the certification process and at the start of the process, a new classification is made in one of the service packages.

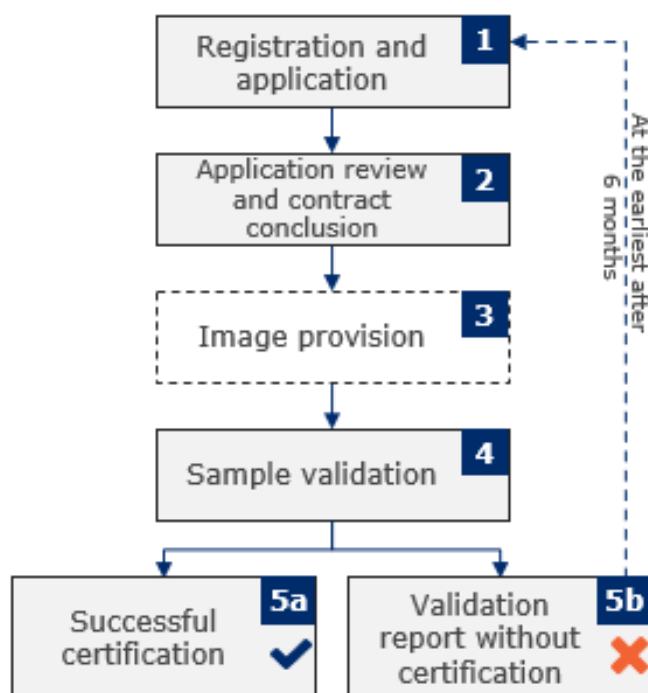


Figure 4 - 2: Re-certification process

#### 4.2.1 Step 1: Application of the certificate holder

A current certification exists. The process is initiated by the certificate holder to renew the current certificate for another year. The certificate holder confirms that they meet the requirements for participation.

#### 4.2.2 Step 2: Application review and conclusion

GS1 Germany checks the information for completeness and correctness (e.g. data quality score) and sends a confirmation by e-mail as well as information on the start of the sample validation. Once the application has been successfully checked, the applicant is temporarily assigned the so-called candidate status. As long as the applicant is in the application process, changes and new items of GS1 DQX-relevant product master data are transmitted to the data recipients as usual.

#### 4.2.3 Step 3: Image provision

For the upcoming sample validations, it is necessary that product images and artwork are available that meet the requirements of the GS1 DQX Visual Validation. The applicant must ensure that the images are provided either via the GDSN® or via the GS1 DQX Upload Tool.

#### 4.2.4 Step 4: Sample validation

GS1 Germany checks the data quality by means of a randomly selected sample according to the criteria defined in chapter 4.1.4.1, based on the GS1 DQX-relevant GTINs published by the applicant in the GDSN®. The check is performed using the defined GS1 DQX validation routines.

The selected sample size is based on the number of published GS1 DQX-relevant GTINs – max. 50 GTINs. The visual validation must be discrepancy-free (PASSED) for all product master data contained in the sample. It is intended that the certificate candidate publishes all product master data with application to GS1 DQX or to the German target market.

#### 4.2.5 Step 5a: Successful re-certification

If the sample validation confirms the required data quality, i.e. no (more) discrepancies are detected in the sample visual validation, certification for GS1 DQX SelfCheck takes place. New items and changes to GS1 DQX-relevant product master data are transmitted to the data recipients as usual. The status is valid for twelve months. After this period, re-certification must take place. GS1 Germany sends an e-mail with a corresponding notice before the expiration date of the certificate.

#### 4.2.6 Step 5b: Certificate loss

If the sample validation shows deficiencies in the data quality, the certificate is not renewed but retains its validity for the current period. After the certificate expires, the certificate holder is removed from the certificate list.

The certificate candidate can file an objection within 14 days, starting with the transmission of the standard report. A template is provided for the objection.

An application for a new certification process is only possible after six months. This period serves to give the applicant the opportunity to review and adjust the quality assurance processes. In the meantime, changes and new items of GS1 DQX-relevant product master data are not transmitted to the data recipients.

For the transition, the certification candidate has the option to have the data validation performed by GS1 Germany via GS1 DQX ComfortCheck. This ensures the required data quality validation and the data is transmitted to the data recipients as usual.

### 4.3 Auditing process

An audit is carried out unscheduled and initiated by GS1 Germany because a complaint has been received from a trading company. If it turns out that the data quality is not sufficient, the GS1 DQX SelfCheck Certificate can be withdrawn and the participation in the GS1 DQX SelfCheck Service can be terminated. The process for auditing a certificate holder is visualized in Figure 4 - 3: Auditing process. The costs incurred by an auditing process are to be borne by the initiator of the auditing.

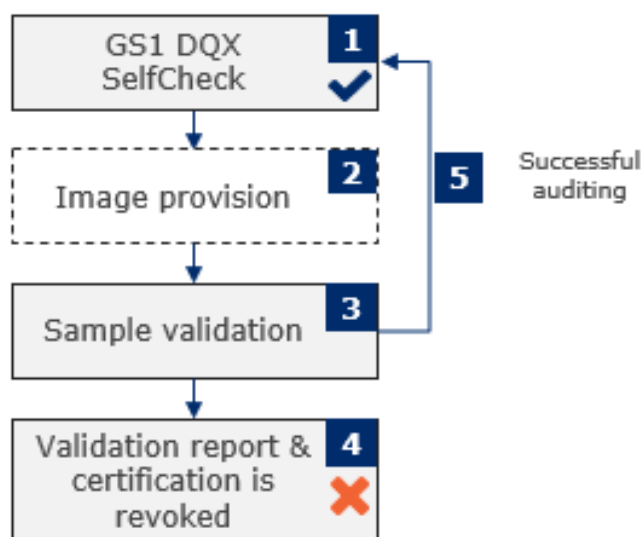


Figure 4 - 3: Auditing process



#### **4.3.1 Step 1: Intact certificate / GS1 DQX SelfCheck**

A current certification exists. The process is reactively initiated by GS1 Germany. This may be the case based on a complaint from a trading company. The certificate holder is informed via e-mail about the upcoming audit process.

#### **4.3.2 Step 2: Image provision**

For the upcoming sample validations, it is necessary that product images and artwork are available that meet the requirements of the GS1 DQX Visual Validation. The applicant must ensure that the images are provided either via the GDSN® or via the GS1 DQX Upload Tool.

#### **4.3.3 Step 3: Sample validation**

GS1 Germany checks the data quality by means of a randomly selected sample according to the criteria defined in chapter 4.1.4.1, based on the GS1 DQX relevant GTINs published by the certificate holder in the GDSN®. The check is performed using the defined GS1 DQX Validation Routines. The selected sample size is based on the number of published GS1 DQX-relevant GTINs – max. 50 GTINs. The visual validation must be discrepancy-free (PASSED) for all product master data contained in the sample.

#### **4.3.4 Step 4: Certificate loss**

If the sample validation shows deficiencies in the quality of the data, the certificate will be withdrawn after expiry of the objection period. The certificate candidate can file an objection within 14 days, starting with the transmission of the report. The form provided must be used for the objection.

#### **4.3.5 Step 5: Successful auditing**

The sample validation was passed and the current certificate remains intact.

## 5 The GS1 DQX SelfCheck Support

In case of questions regarding the introduction or implementation of GS1 DQX SelfCheck, as well as in case of contradiction of results of the random samples within the (re-)certification and auditing process, the support is available for all certificate holders and candidates.

Please note that the GS1 DQX SelfCheck Service does not provide support for difficulties in understanding validation or visual validation rules and standardization specifications.

**GS1 DQX SelfCheck Support can be reached at the following contact information:**

Phone: +49 221 94714-690

E-mail: [dqx-support@gs1.de](mailto:dqx-support@gs1.de)

**The service times are:**

Monday - Friday 08:00 - 16:30

Excluded are national/NRW-wide holidays and regional customary days in Cologne.

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