DIGITAL TRUST STARTER PACK

FAQ Document

GETTING STARTED

1. What is the Digital Trust Starter Pack?
The Digital Trust Starter Pack supports businesses to get online by covering the cost of a .ie domain, AI-website builder, professional email and hosting for one year through agreed packages with participating providers.

2. What do I get?
Your Starter Pack includes:
· A .ie domain name
· AI website builder
· Website hosting
· Professional email
· Eligibility for a free Digital Trust Mark assessment once your website is live

3. Who is the Starter Pack for?
The Starter Pack is designed for eligible businesses that are engaging with a participating Local Enterprise Office (LEO) or Social Enterprise Republic of Ireland (SERI) who currently do not have a website and/or only use social media to promote their business.

4. I'm not technical. Is this for me?
Absolutely. The AI website builder is designed to help beginners get online quickly, and your chosen provider can offer additional support if required.

5. Why does the Starter Pack use AI?
AI makes creating a professional website faster, easier and more affordable, helping you launch your business online sooner.

6. Do I have to use AI?
Yes. The Starter Pack is built around AI website builders to help your business get online quickly.

7. How do I apply?
Once you have your application code from the LEO or SERI, review the offers from our participating providers and complete the simple online application form.

ELIGIBILITY

8. Who can apply?
Eligible businesses engaging with a participating Local Enterprise Office can apply, subject to the programme criteria.

9. What if I'm not working with a participating Local Enterprise Office or SERI?
You'll need to be referred by a participating LEO to be eligible for this pilot programme.

10. I already have a website. Can I still apply?
No. The Starter Pack is designed to help businesses create their first website and obtain a progessional email.

11. Can I apply for more than one Starter Pack?
Only if you are applying for a separate eligible business. Multiple applications for the same business aren't permitted.

12. Is this only for certain industries?
No. Businesses from all sectors are welcome to apply, provided they meet the eligibility criteria.

13. Do I have to stop using social media?
No. Social Media is encouraged alongside your website.

YOUR WEBSITE & DOMAIN

14. Can I choose any .ie domain name?
Yes, provided it's available and you meet the normal .ie registration requirements.

15. How do I check if my domain is available?
You can search for available domain names on your chosen provider's website or at weare.ie.

16. Does my application reserve my domain name?
No. Your domain isn't secured until it's registered through your chosen provider, so we recommend applying now by completing simple application form.

17. Which provider can I use?
Choose from our list of approved providers participating in the Starter Pack programme.

YOUR WEBSITE & DOMAIN

18. Can I use a different website builder?
No. The Starter Pack is only available through participating providers using their AI website builders.

19. What if I want extra features or upgrades?
You're welcome to upgrade your package but any additional services are arranged directly with your provider and may incur extra costs.

20. What if I need more support on my website design?
You can continue improving it using the AI tools or arrange additional design support directly with your provider.

21. When will my website go live?
Once you've activated your account with your provider and completed your website, you're ready to publish.

COSTS & RENEWALS

22. How much does the Starter Pack cost?
There is no cost to successful applicants for the agreed Starter Pack.

23. Do I receive funding directly?
No. Funding is paid directly to your chosen provider on your behalf.

24. How long does the Starter Pack last?
Your Starter Pack includes one year of your domain, website, hosting and email.

25. What happens after the first year?
To keep your website, domain and email active, you'll renew these services directly with your provider at their standard rates.

SUPPORT

26. What if I need technical support?
Your chosen provider is your first point of contact for support. Additional services outside the Starter Pack may incur charges.

27. What if my plans change or I decide not to continue?
Please let us know by emailing hello@digitaltrust.ie so we can update our records.

DIGITAL TRUST MARK

28. What is the Digital Trust Mark?
The Digital Trust Mark recognises businesses that demonstrate strong digital trust across their domain, website and email.

29. When can I receive the Digital Trust Mark?
Once your website and email are live, your provider can submit them for assessment. If you achieve the required standard, you'll receive the Digital Trust Mark.

APPLICATIONS & FUNDING

30. When do applications open and close?
Applications open on the 5th October 2026 and remain open until 6th November 2026, or until all available Starter Pack funding has been allocated.

31. What happens if all Starter Packs have been allocated?
Applications will close once funding has been fully committed. If available, you'll be able to join a waiting list.

32. How will I know if my application has been successful?
We'll email you with the outcome of your application from hello@digitaltrust.ie.

33. How long do I have to activate my Starter Pack?
Once approved, you'll need to activate your account with your chosen provider by completing their onboarding service.

34. Who is running the Digital Trust Starter Pack?
The programme is delivered by Digital Trust .IE, an initiative of the .IE Domain Registry, supported by participating Local Enterprise Offices and approved providers.

Need more information?
Contact: hello@digitaltrust.ie

DIGITAL TRUST .IE