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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 35409-2017

**Specification for auditing the qualifications of merchants on
e-commerce platforms**

电子商务平台商家入驻审核规范

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Quarantine;
Standardization Administration of the PRC**

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Foreword

This standard was drafted in accordance with the rules given in GB/T 1.1-2009. This standard by the National Standardization Technical Quality Management e-commerce (SAC/TC563) and focal point. The main drafting units of this standard. Alibaba (China) Co., Ltd., Zhejiang Lynx Technology Co., Ltd., Hangzhou, national e-commerce products Quality Monitoring Center, Beijing Jingdong Century Trading Co., Ltd., China Article Coding Center. The main drafters of this standard. Yuan Zheng, Chen Liping, Zhou Hui, Sheng Huaiying, Hu Xiaofang, Xu Yanjun, Shen Jie, Chen Yu, Li Su Cai, Sun Xiaoyun. E-commerce platform businesses settled in audit norms

1 Scope

China's national specification for how an e-commerce platform vets the merchants it admits. It sets out what a platform must verify before a seller can trade, and how that verification is recorded and maintained. This is the most consequential of the e-commerce standards, because on a marketplace the platform does not own the goods and the buyer's protection begins with who was let in. The checks are the obvious ones and they are only effective if they are done consistently: that the business exists and is registered, that the person acting for it is authorised, that the licences required for what is being sold are held - food, medical devices, cosmetics and children's products each carry their own - and that the trademarks used are theirs to use. The requirement that qualifications be kept current is as important as the initial check: a licence that lapses after admission leaves a seller trading on a credential the platform is still displaying.

This standard specifies the e-commerce platform settled in the basic business requirements, qualification requirements, the content of the audit, the results of feedback and business information updates. This standard applies to businesses in the People's Republic of China for merchants and consumers selling products e-commerce platform. This standard does not apply to cross-border e-commerce platform.

2 Normative references

The following documents for the application of this document is essential. For dated

references, only the dated version applies to this article Pieces. For undated references, the latest edition (including all amendments) applies to this document.

GB/T 35408-2017 e-commerce quality management terms

3 Terms and definitions

GB/T 35408-2017 defined and the following terms and definitions apply to this document.

3.1 Settled entry In e-commerce activities, businesses enter the e-commerce platform for the purpose of trading commodities.

3.2 Same merchants The same natural person or organization holds more than one member account, co-sales of goods with the same operator.

3.3 Brand licensing brandlicensing The brand owner or the authorized person issuing the brand authorization letter grants the trademark or brand owned or represented by the licensee. [GB/T 35408-2017, definition 3.2.6]

3.4 Level one authorization firstlevelauthorization Brand right holder directly to the brand business license.

Note. Branches of brand owners, wholly-owned subsidiaries, the sole distributor in the country (only applicable to foreign brand owners) may be regarded as brand owners Authorized.

3.5 Multi-level authorization multi-levelauthorization The merchant indirectly authorizes the brand owner's brand through one or more delegated authority.

3.6 Prohibited goods prohibitedgoods Laws and regulations or e-commerce platform forbidden sales of products. [GB/T 35408-2017, definition 3.2.13]