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

GB/T 35411-2017

**Requirements for product information presentation on
e-commerce platforms**

电子商务平台产品信息展示要求

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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. This standard drafting unit. China National Institute of Standardization, Shenzhen UTS e-commerce transaction protection and promotion center, Hefei future computer technology Technology Development Co., Ltd., Zhejiang Tmall Technology Co., Ltd., Guangdong Institute of Standardization, Hangzhou Institute of Standardization. The main drafters of this standard. Feng Wei, Xu Ying Cheng, producing a new country, Du Jia, Xu Yanjun, Yuan Zheng, Chen Liping, Chen Xuezhong, letter Chunhua, Zhao Jinyu, Di Yu Jing. E-commerce platform product information display requirements

1 Scope

China's national standard for how product information is presented on an e-commerce platform. It specifies what must be shown about a product and how. Online, the listing is the product: the buyer sees photographs and text and nothing else, and every difference between the listing and the item that arrives is a dispute. The requirements accordingly cover what must be stated - identity, specification, materials, model, manufacturer, standards complied with, and the mandatory labelling information that a physical package would carry - and the ways in which a presentation may mislead without stating anything false. A photograph of a set where one item is sold, a price that applies to a variant not shown, a specification given in a table that contradicts the description: none of these are lies exactly, and all of them produce a return. Fixing what a listing must contain is what makes a platform's product pages comparable and a regulator's enforcement possible.

This standard specifies the e-commerce platform for the sale of product information display the basic principles and requirements, display content and display. This standard applies to e-commerce platform for product information display.

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 5296.1 consumer product instructions Part 1. General

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

3 Terms and definitions

GB/T 35408-2017 defined terms and definitions apply to this document. For ease of use, the following is a duplicate list of GB/T 35408- Some terms and definitions in.2017.

3.1 Productinformation Product-related features, performance, price, performance deadlines and methods, as well as product production, trading, distribution, after-sales service consumer Interest, data and intelligence in general.

Note 1. Product feature information includes but is not limited to.

- a) trademarks, brands, honors, product certification, etc .;
- b) appearance, model specifications, materials and ingredients;
- c) quality indicators, parameters and functions, safety alerts, etc .;
- d) shelf life and expiry date;
- e) How to save and how to use.

Note 2. Production information includes manufacturer name, address, production license, production time, etc.

Note 3. Usage information includes instructions, maintenance, safety precautions, precautions and more. [GB/T 35408-2017, definition 3.1.1]

3.2 Information display informationdisplay The product information and service information published in the e-commerce platform, presented to the customer's activities. [GB/T 35408-2017, definition 3.1.5]

4.1 The basic principle

4.1.1 Compliance E-commerce transactions, product information display should be consistent with national laws and regulations.