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Specification for social E-commerce platform management

社交电子商务平台管理规范

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for standardization work Part 1: Structure and drafting rules for standardization documents" Drafting is required.

Please note that some of the contents of this document may involve patents. The issuing organization of this document does not assume the responsibility for identifying patents.

This document is proposed and coordinated by the National Technical Committee for Standardization of Electronic Commerce Quality Management (SAC/TC 563).

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Social e-commerce platform management standards

1 Scope

This document provides the relevant parties of social e-commerce and their relationships, and stipulates the social e-commerce platform operators, promoters, sellers, Management

requirements for electronic payment service providers, logistics service providers, consumer services, after-sales and security, and describes the corresponding verification method.

This document applies to the social e-commerce platforms for commodity sales and the management of business activities of related entities within the platforms.

For reference only for business operations.

2 Normative references

GB/T 22239

GB/T 24359

GB/T 31524

GB/T 35273

GB/T 35411

GB/T 36061

GB/T 38645

GB/T 38652

GB/T 39550

3 Terms and definitions

The terms and definitions defined in GB/T 38652 and the following apply to this document.

3.1 Social E-commerce platform

Provide network business venues, information publishing and delivery, product browsing, order generation, etc. for parties involved in social e-commerce business activities.

An information network system that provides services such as integration, online payment, and data processing for two or more parties to independently conduct transactions.

Note. Information network systems that only provide network services or technical services such as network access, online social networking, and online live streaming are excluded.

3.2 Social E-commerce operator

Natural persons, legal persons and unincorporated organizations that engage in social e-commerce business activities based on the social e-commerce platform (3.1).

Note. Social e-commerce operators include social e-commerce platform operators, sellers,

promoters, electronic payment service providers and logistics service providers, etc.

3.3 Social E-commerce platform operator

A legal person or unincorporated organization engaged in business activities on a social e-commerce platform (3.1).

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