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

**GB/T 45703-2025**

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**Consumer privacy protection in consumer goods and services  
design high-level requirements**

产品和服务设计中的消费者隐私保护 高阶要求

**(English Translation)**

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## Table of Contents

|                                                                                    |
|------------------------------------------------------------------------------------|
| Preface                                                                            |
| 1 Scope                                                                            |
| 2 Normative references                                                             |
| 3 Terms and Definitions                                                            |
| 4 General Principles                                                               |
| 5 Consumer Communication Requirements                                              |
| 6 Risk Management Requirements                                                     |
| 7 Develop, deploy, and operate designed-in privacy controls                        |
| 8 Requirements for the end of the lifecycle of personally identifiable information |
| Reference                                                                          |

## 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.

This document is equivalent to ISO 31700-1:2023 "Consumer privacy protection in product and service design - Part 1: High-level requirements".

The following minimal editorial changes have been made to this document.

- To coordinate with the existing standards, the document name was changed to "High-level requirements for consumer privacy protection in product and service design";
- Deleted the corresponding ISO and IEC website links in the terms and definitions;
- Deleted the superscripts of the corresponding reference documents in the text.

## 1 Scope

This document specifies high-level requirements for privacy by design, including the handling of consumer data, to achieve privacy protection throughout the life cycle of consumer products.

This document does not contain specific requirements for privacy assurances and commitments that businesses should provide to consumers, nor does it specify the design and implementation practices that businesses may adopt. Specific methods and technologies for implementing privacy protection.

## 2 Normative references

This document has no normative references.

## 3 Terms and Definitions

The following terms and definitions apply to this document.

### 3.1 Consumer

A member of the public who purchases or uses property or products for private purposes.

**Note 1:** "Consumers" (including the elderly, children, and the disabled) include both consumers and potential consumers. Consumer goods can be purchased on a one-time basis or under a long-term contract.

**Note 2:** This term applies only to natural persons and not to legal entities.

Note 3 to entry. Property, product or service (3.4) purchased or used by a consumer is not limited to private use but can also be used for professional purposes (e.g. bring your own device). [Source: GB/T 36000-2015, 3.19, with modifications]

### 3.2 Personal information

Information that can be used to establish a connection between the information and the relevant natural person, or that can be directly or indirectly associated with a natural person information.

**Note 1:** To determine whether the subject of personal identity information is identifiable, it is necessary to consider whether the privacy stakeholders or any other party holding the data can reasonably All means available to link PII to a natural person.

Note 2 to entry. Public cloud personally identifiable information processors (3.20) generally do not have explicit knowledge of the categories of information they process unless the cloud service customer makes this transparent. [Source: ISO /IEC 19944-1:2020, 3.3.1, with modifications]

### 3.3 Privacy breach

Processing personally identifiable information (3.2) in violation of one or more relevant privacy protection requirements (3.9). [Source: ISO /IEC 29100:2024, 2.13]

### 3.4 Service

one or more activities provided to satisfy the interests or needs of consumers (3.1)

Note 1 to entry. Services are generally intangible.