

ICS 03.080.01
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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 45917-2025

**Guidelines for development of terms of use (TOU) in B2C
e-commerce platform**

企业对消费者（B2C）电子商务平台用户条款编制指南

Issued on: June 30, 2025

Implemented on: June 30, 2025

**Issued by: State Administration for Market Regulation;
Standardization Administration of the PRC**

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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.

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 E-Commerce Quality Management (SAC/TC563).

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Business-to-consumer (B2C) e-commerce platform User Terms Preparation Guidelines

1 Scope

This document establishes the basic principles that business-to-consumer (B2C) e-commerce platform operators should consider when formulating user terms and conditions.

Provides guidance on the basic categories and key elements of procedures and user terms.

This document applies to matters related to the preparation of user terms and conditions for B2C e-commerce platforms.

2 Normative references

GB/T 35408-2017

GB/T 38652-2020

3 Terms and Definitions

The following terms and definitions as defined in GB/T 35408-2017, GB/T 38652-2020 and ISO 32110 2023 apply to this document.

3.1 e-commerce platform

Providing one or more services such as information publishing, information delivery, data processing, etc. to two or more parties in a transaction to achieve the purpose of transaction matching Information network system.

[Source. GB/T 38652-2020, 2.2]

3.2 Platform user platform user

Submit relevant documents and information to prove their true identity, pass the platform review, obtain a legally valid registered account on the platform, accept and recognize Natural persons, legal persons and other unincorporated organizations that are subject to the User Terms (3.3), Platform Service Agreement and Platform Transaction Rules (3.5).

3.3 Terms of Use

Rules that platform users (3.2) must comply with when using the services of the e-commerce platform (3.1).

Note. Including but not limited to service agreements and transaction rules. Specifically refers to the user terms under the B2C e-commerce model in non-cross-border e-commerce platforms, B2C e-commerce The business model refers to the e-commerce model of operators within the enterprise platform to individual buyers.

[Source. ISO 32110 2023, 3.4.7, modified]