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

GB/T 46701-2025

**Implementation guidance for e-commerce platform transaction
information management in enterprises**

电子商务平台交易信息管理在企业中的实施指南

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Foreword

This document conforms to GB/T 1.1-2020 "Standardization Work Guidelines Part

1.Structure and Drafting Rules of Standardization Documents". Drafting is scheduled. Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents. This document was proposed and is under the jurisdiction of the National Technical Committee on Standardization of E-commerce Quality Management (SAC/TC 563). This document was drafted by: China Jiliang University, Competition Policy and Evaluation Center of the State Administration for Market Regulation, and China National Institute of Standardization. Zhejiang Tmall Technology Co., Ltd., China Council for the Promotion of International Trade Commercial Industry Committee, Henan Fair Competition Review Center, Hangzhou Secretariat of Hangzhou Municipal Consumer Rights Protection Committee (Hangzhou National E-commerce Product Quality Monitoring and Disposal Center), Zhejiang Weineng Technology Co., Ltd. Limited Company, Feilong Home Appliances Group Co., Ltd., Shenzhen Institute of Standards and Technology, Hangzhou Pingpong Intelligent Technology Co., Ltd., Shenzhen Qianhaize Jinchanrong Technology Co., Ltd., EasyJet (Shenzhen) Technology Co., Ltd., Chengdu Lianghexin Technology Co., Ltd., and Zhejiang Zibuyu E-commerce Co., Ltd. Limited Liability Company, China Electric Power Research Institute Co., Ltd., and Hangzhou Hanzheng Standard Technology Service Co., Ltd. The main drafters of this document are. Mao Haijun, Wei Dongpeng, Jiang Hong, Cheng Yue, Yao Xin, Liu Xin, Jia Mengya, Liu Weidong, Sheng Jianqin, Feng Jingyue, and Wang Qianke. Zhou Haomiao, Cui Ning, Wang Shuang, Zhang Tieniu, Chen Peng, Min Wei, Li Manhui, Luo Yu, Li Zhengmei, Jing Yixin, Lin Yun, Pang Ning, Xu Qing. E-commerce platform transaction information management in enterprises Implementation Guidelines

1 Scope

GB/T 46701-2025 is the Chinese national standard covering how a company should keep the transaction records that live on someone else's platform - what to extract and retain, in what form, for how long, and the reconciliation that has to be possible when the platform account is eventually closed. First edition. Issued on 31 October 2025, it has been in force since 31 October 2025.

This document establishes the basic principles for e-commerce platform companies to manage transaction information, and provides guidelines for transaction information content and processing. Implementation guidelines for information security management. This document applies to the management of transaction information by e-commerce platform enterprises.

Note. E-commerce platform enterprises refer to e-commerce platform operators, hereinafter referred to as "enterprises".

2 Normative references

The contents of the following documents, through normative references within the text, constitute essential provisions of this document. Dated citations are listed below. For references to documents, only the version corresponding to that date applies to this document; for undated references, the latest version (including all amendments) applies. This document.

GB/T 22080 Network Security Technology - Information Security Management System Requirements GB /Z 32906 Information Security Technology. Guidelines for Information Security Construction in Small and Medium-sized E-commerce Enterprises

GB/T 35273 Information Security Technology - Personal Information Security Specification

GB/T 38652-2020 E-commerce Business Terminology

GB/T 45574 Data Security Technology - Security Requirements for Sensitive Personal Information Processing

3 Terms and Definitions

The terms and definitions defined in GB/T 38652-2020, as well as the following terms and definitions, apply to this document.

3.1 Transaction information The collective term for data and records directly or indirectly related to the transaction of goods or services during e-commerce transactions.

4 Basic Principles

4.1 Authenticity The information sources are authentic and reliable, and there is no false or invalid information.

4.2 Integrity Information must be complete and comprehensive, ensuring its integrity and relevance.

4.3 Effectiveness The information is accurate, timely, and relevant to the e-commerce transaction process.

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