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NATIONAL STANDARD OF THE PEOPLE'S REPUBLIC OF CHINA

GB/T 46702-2025

Cross-border e-commerce - Guidelines for risk prevention and control of merchants

跨境电子商务 商家风险防控指南

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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: Shenzhen Institute of Standards and Technology (Shenzhen Article Numbering Institute) and Shenzhen Zhongxin E-commerce Transaction Security Promotion Association. Entering Center, Amazon (China) Investment Co., Ltd., Hangzhou Alibaba Overseas Digital Commerce Co., Ltd., Harbin Institute of Standardization Hangzhou Vocational and Technical College of Science and Technology, Shenzhen Eurotax Technology Co., Ltd., Zhongdamen International Logistics Group Co., Ltd., Beijing Dechong Zhijie Knowledge Property Agency Co., Ltd., Sichuan Shujie General Electric Co., Ltd., China Jiliang University, Dongguan Zhongbiao Technology Co., Ltd., Lianyungang Zhi Huixiyou E-commerce Co., Ltd., Shenzhen Qianan Technology Co., Ltd., Guangdong Yinghao Arts & Crafts Products Co., Ltd., Carbon Enterprise (Guangdong) Environmental Protection Co., Ltd. Bao Technology Group Co., Ltd., Shenzhen Hanli Technology Co., Ltd., and Aorui (Shenzhen) International Logistics Group Co., Ltd. The main drafters of this document are. Wang Zhiyong, Feng Jingyue, Fang Xueqin, Zhang Xihui, Wu Xuyi, Lu Jianwei, Zhang Ting, Wen Liqun, Li Jiakun, and Gao Xiangtao. Wang Xiaojun, Fan Zhaohui, Mao Haijun, Zhang Jinnan, Su Haifeng, Quan Jinshan, Zhang Jian, Wu Jing, Tang Jie, Zheng Fengqiong, Luo Huiping, Li Xin, Zhang Congguang, Chen Yatao Guo Tong.

Cross-border e-commerce, as a new form and model of foreign trade, has become an important engine for promoting the high-quality development of my country's foreign trade.

However, While the cross-border e-commerce industry is developing rapidly, the risks faced by merchants are becoming more diversified and complex, due to changes in international trade rules, Cross-border payments and exchange rate fluctuations, supply chain disruptions, intellectual property infringement, and cross-border data flows pose significant risks that severely restrict the industry's sustainable development. develop. In order to actively respond to the national strategic deployment to promote the healthy and standardized development of cross-border e-commerce and improve the overall risk prevention and control level of the industry, the following measures are formulated. This document serves two purposes. firstly, to provide a reference for cross-border e-commerce merchants in conducting risk prevention and control work; and secondly, to provide guidance for my country's cross-border e-commerce... Providing standard support for the construction of risk prevention and control systems in comprehensive business pilot zones will help leverage the pioneering role of these zones and facilitate cross-border trade in my country. The e-commerce industry offers replicable and scalable experiences. Cross-border E-commerce Merchant Risk Prevention Guide

1 Scope

GB/T 46702-2025 is the Chinese national standard covering the risks a cross-border seller actually carries - the account suspension, the payment freeze and the chargeback, the intellectual property claim, the customs and tax exposure, and the controls that reduce each of them. First edition, with GB/T 46703-2025 on independent websites. Issued on 31 October 2025, it has been in force since 31 October 2025.

This document provides the basic principles, fundamental safeguards, risk sources, and risk control processes for cross-border e-commerce merchants. guide. This document is applicable to cross-border e-commerce merchants in managing risks during their operations. It is relevant to cross-border e-commerce platforms, service providers, and... For individual sellers to use as a reference.

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 23694 Risk Management Terminology

GB/T 24353 Risk Management Guidelines

GB/T 27921 Risk Management and Risk Assessment Techniques

GB/T 35408 Terminology for Quality Management in E-commerce

GB/T 38652 E-commerce Business Terminology

3 Terms and Definitions

The terms and definitions defined in GB/T 23694, GB/T 24353, GB/T 35408 and GB/T 38652, as well as the following terms and definitions, apply to this document. document.

3.1 Cross-border e-commerce Domestic and foreign trading entities conduct transactions and payment settlements via the internet, and complete the transaction by delivering goods through cross-border logistics. Camp activities. [Source: GB/T 38652-2020, 3.6, with modifications]

3.2 Cross-border E-commerce Merchant Businesses engaged in the sale of goods or provision of services through cross-border e-commerce platforms, self-built websites, or other online services. Sellers of the business type participating in the event.

3.3 risk The impact of uncertainty on objectives. Note

1.Impact refers to deviations from expectations, which may be positive and/or negative, and may present opportunities and/or threats. Note

2.Targets have different dimensions and types, and are applied at different levels. Note

3.Risk is usually described by risk source, potential event and its consequences and probability. [Source: GB/T 24353-2022, 3.1, with modifications]