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

GB/T 46703-2025

**Guidelines for the operation service of cross-border
e-commerce independent websites**

跨境电商独立站运营服务指南

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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: Hangzhou Municipal Committee of the China Council for the Promotion of International Trade, Fangwei (Shenzhen) International Commercial Co., Ltd., and China National... China Council for the Promotion of International Trade (CCPIT) Commercial Industry Committee, Zhejiang University, CCPIT Technology (Xiamen) Co., Ltd., Hangzhou Vocational College of Science and Technology Hangzhou Lingju Overseas Information Technology Co., Ltd., Ningbo University, Chongqing City Management Vocational College, China Jiliang University, Yinchuan Cross-border E-commerce Business Association, Beijing Dianshi Chuhai Technology Co., Ltd., Hubei Liumai Network Technology Co., Ltd., Shenzhen Qianhai Zejin Industrial Finance Technology Co., Ltd. Shenzhen Hanli Technology Co., Ltd., Chengdu Xintong Information Technology Co., Ltd., Beijing Platinum Smart Network Technology Co., Ltd., Dongguan Zhongbiao Technology Co., Ltd., Liaoning Zhixinggu Technology Co., Ltd., Shenzhen Leqi Innovation Co., Ltd., Dongguan Yidianyuan Industrial Investment Co., Ltd. The company, Hangzhou Siyou Technology Group Co., Ltd., Shenzhen Seven Within Technology Co., Ltd., Sichuan Guangming Electric Power Construction Engineering Co., Ltd. Beijing Trade Promotion Elite Technology Co., Ltd. The main drafters of this document are. Huang Yuan, Zhang Hongbin, Fan Zhaohui, Yao Xin, Tang Yiwen, Cui Ning, Ma Shuzhong, Xu Lingmin, Chai Yuxi, and Cheng Tao. Jin Ying, Chen Fangxiao, Mao Haijun, Ji Guang, Cao Guangyao, Min Wei, Chen Yatao, Song Yijia, Xue

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1 Scope

GB/T 46703-2025 is the Chinese national standard covering running a direct-to-consumer store abroad rather than selling through a marketplace - the site and payment setup, the logistics and returns across a border, the customer service in another time zone and language, and the compliance and data rules of the destination market. First edition, one of a group of cross-border e-commerce standards issued together. Issued on 31 October 2025, it has been in force since 31 October 2025.

This document establishes the basic principles and procedures for operating cross-border e-commerce independent websites, and provides suggestions on the content and guarantees of operational services. This document is intended to guide cross-border e-commerce independent website operators in their operations and service provision.

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 38652-2020 E-commerce Business Terminology

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 Cross-border e-commerce Cross-border e-commerce Trading entities belonging to different customs territories complete transactions, make payments and settle accounts through information networks, and deliver products through cross-border logistics. Business activities that complete a transaction. [Source: GB/T 38652-2020, 3.6, with modifications]

3.2 Cross-border e-commerce independent website Cross-border e-commerce (3.1) refers to digital channels through which operators possess independent domain names and operating rights to conduct cross-border transactions.

Note. A cross-border e-commerce B2B independent website refers to a cross-border e-commerce operator that owns an independent domain name and independent operating rights, and conducts cross-border transactions with cross-border e-commerce enterprise

buyers. Digital channel carriers; cross-border e-commerce B2C independent websites refer to cross-border e-commerce operators with independent domain names and independent operating rights, targeting individual cross-border e-commerce users. Digital channels for consumers to conduct cross-border transactions.

4. Abbreviations The following abbreviations apply to this document. AI (Artificial Intelligence) ALT (Alternate Text) CRM (Customer Relationship Management) EDM (Email Direct Marketing) Key Opinion Leaders (KOLs) PCI-DSS Payment Card Industry Data Security Standard RFQ (Request for Quotation) SaaS (Software as a Service)