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Evaluation principles for the compliant operation of online transaction platforms

网络交易平台合规经营评价通则

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Foreword

This document complies with the provisions of GB/T 1.1-2020 "Standardization Work Guidelines Part

1.Structure and Drafting Rules of Standardization Documents". Drafting. 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 Platform Economy Governance (SAC/TC611). This document was drafted by: China National Institute of Standardization, Department of Online Transaction Supervision and Management of the State Administration for Market Regulation, and Beijing Municipal Administration for Market Regulation. Supervision and Administration Bureau, China

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In recent years, online trading platforms have become an important carrier of my country's platform economy. The compliance of their business operations directly affects consumers. This relates to the protection of the rights and interests of operators within the platform, the order of fair market competition, and even the innovation and healthy development of the entire platform economy. However, in practice... Some online trading platforms still suffer from issues such as compliance management not being integrated into daily operations, difficulties in implementing regulatory requirements, insufficient consideration of the rights and interests of all parties, and inadequate risk management. The lack of specificity and the limited application of evaluation results necessitate the development of clear compliance guidelines and evaluation frameworks through standardization. This document aims to encourage online trading platforms to proactively strengthen their full-process compliance management systems and fill the gaps in industry evaluation standards. Focusing on key aspects such as product launch, transaction promotion, logistics delivery, and after-sales service, this covers online trading platform operators and users within the online trading platform. Establish a unified compliance evaluation tool for multiple stakeholders, including businesses and consumers. This document systematically addresses these issues through measures such as framework design, policy alignment, balancing the rights and interests of multiple stakeholders, setting specific indicators, and enhancing application orientation. Enhance the ability to identify and respond to compliance risks. Balancing the resolution of specific problems with the establishment of long-term mechanisms, adapting to industry characteristics, and promoting the standardization of the platform economy. Healthy development provides an operational framework for platform self-evaluation, regulatory guidance, and third-party certification, ultimately achieving sustainable development goals. General Rules for Evaluation of Compliance Operation of Online Trading Platforms

1 Scope

GB/T 46863-2025 is the Chinese national standard covering judging whether an e-commerce platform operates lawfully - the verification of sellers, the handling of counterfeit and prohibited goods, the fairness of the rules imposed on merchants, the advertising and pricing practices, and the consumer protection obligations. First edition, with the food delivery standard GB/T 46862-2025. It was issued on 2 December 2025 and has been in force since 2 December 2025, as a first edition. The document is under the responsibility of the State Administration for Market Regulation. This page is published from the official record of the 2025 edition; the clause text of a standard this recent is not yet in circulation, and the figures, limits and tables it contains are those of the document itself, delivered in full with the English translation.

This document establishes the basic principles and evaluation process for evaluating the compliance of online trading platforms, specifies the evaluation indicators and the application of results, and describes... The evaluation method is described. This document applies to the compliance evaluation of online trading platform operators and their management of operators within the platform, including online trading platforms. The evaluation includes Taiwan's regular self-assessment, compliance assessments organized by relevant regulatory authorities in accordance with the law, and compliance assessments conducted by third-party institutions.

2 Normative references

The contents of the following documents, through normative references within the text, constitute essential provisions of this document. Dated citations are not included. 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 35770-2022 Compliance Management System Requirements and Usage Guidelines

GB/T 36733-2018 General Rules for Service Quality Evaluation

3 Terms and Definitions

The terms and definitions defined in GB/T 35770-2022 and GB/T 36733-2018, as well as the following terms and definitions, apply to this document.

3.1 Online transactions Business activities involving the sale of goods or provision of services through the internet or other information networks. [Source: Article 2 of the Measures for the Supervision and Administration of Online Transactions]

3.2 In online transaction (3.1) activities, providing online business venues, transaction matching, information dissemination, and other services to both or more parties involved in the transaction, for the purpose of transaction... Legal entities or non-legal entities that independently conduct online transactions with one or more parties. Note

1.Online trading platforms include those in the form of web pages, mobile internet applications (including mini-programs and lightweight applications), audio and video live streaming, and other application software. Presented. Note

2.Online trading platform operators include those who provide online trading platform services such as online business venues, product browsing, order generation, and online payment to operators. Providers of online services such as social networking and live streaming. [Source: Article 7 of the Measures for the Supervision and Administration of Online Transactions]

3.3 Requirements that online trading platforms are required to comply with, and requirements that online trading platforms may choose to comply with voluntarily. [Source: GB/T 35770-2022, 3.25, with modifications]

3.4 compliance Fulfill all compliance obligations of the online trading platform (3.3).