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

GB/T 47354-2026

**Guidelines for organizations on increasing consumer
understanding of online terms and conditions**

帮助消费者理解在线格式条款的组织指南

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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 Service Standardization (SAC/TC264). This document was drafted by: China National Institute of Standardization, Faangel (Beijing) Technology Co., Ltd., Shanghai Arbitration Commission, and Beike Zhaofang (Beijing). Technology Co., Ltd., Beijing Century Good Future Education Technology Co., Ltd., China Academy of Civil Aviation Science and Technology, Beijing Academy of Science and Technology Haier Smart Home Co., Ltd., Junhe Law Firm, China Certified Public Accountants (Beijing) Technology Service Co., Ltd., and China Southern Power Grid User Service Taiyun Operation Co., Ltd., Chongqing Institute of Quality and Standardization, Beijing Union University, Beijing Dacheng Law Offices, China Metrology University. The main drafters of this document are. Wang Qi, Chang Jinguang, He Li, Wang Mengxiang, Cao Lili, Fu Qiang, Zeng Yi, Zheng Juan'er, Jin Zongzhen, Hou Fei, and Chen Yan. Li Yu, Zhang Lan, Kang Feng, Si Caili, Xing Hong, Tian Xingzhen, Guo Jinghe, Xiang Ning, Xu Rui, Wang Nana, Cai Huali, Zhang Minmin, Cai Jitao, Cheng Yonghong Li Zipeng, Zhang Yihong, Deng Zhisong, Chen Meng, Zhang Yuchen, Luo Wanying, Li Na, Dai Zhixi.

With the booming development of global markets and e-commerce, improving consumers' understanding of online terms and conditions is becoming increasingly important and urgent for them. Urgent. Currently, most organizations provide a set of online standard terms and conditions to regulate the sale or supply of goods, services, or digital content. These terms and conditions... The terms and conditions clearly define the rights and obligations of the organization and consumers in the transaction in writing, and delineate

the risk boundaries for both parties. Clear and unambiguous. Easily accessible, fair, and easy-to-understand online terms and conditions allow consumers to make full informed decisions before purchasing or using goods, services, or digital content. Informed decision-making is crucial, and these terms and conditions are also key for consumers seeking remedies when they are dissatisfied with their purchases. in accordance with. Similar to the terms in most consumer contracts, the online standard terms drafted by the organization are not negotiated between the two parties, but rather serve as a pre-agreed agreement. Terms and conditions were pre-drafted for reuse and were not negotiated with the consumer at the time of signing. The consumer can only choose to "accept all" or "completely accept." "Abandoning the use or purchase of the product or service." In actual transactions, consumers are often implicitly assumed to have agreed to purchase or use of goods, services, and digital products. By submitting this content, you have accepted and agreed to abide by these terms. Because online standard terms are drafted by the organization, some terms may be subject to change. The organization's actions are heavily biased towards its own interests, rather than fairly protecting consumer rights. This one-sided dominant position will further exacerbate consumer dissatisfaction. The inherent weakness in a transaction relationship makes it easy for consumer rights to be infringed. Furthermore, online standard terms and conditions are often complex, lengthy, and contain a large amount of legal terminology. Studies show that only a very small number of consumers... Consumers will carefully read or fully understand these terms and conditions. This can lead to consumers being unable to make informed decisions, resulting in a series of negative consequences. (For example, consumers may not fully understand the content they have agreed to, or they may encounter difficulties in protecting their consumer rights.) Consumers' informed choice Choosing a method that helps promote market innovation and competition, and facilitates the smooth functioning of the market. Organizations and consumers are interdependent. Improving consumers' understanding and interpretation of online terms and conditions helps them make more informed decisions. Wise decisions that reduce or avoid costs associated with after-sales disputes and conflict resolution can ultimately save organizations time and money. At the same time, consumers can also feel the organization's efforts to protect consumer rights, helping the organization build a good image and enhancing consumer confidence. Building trust within the organization strengthens brand loyalty and enhances market competitiveness. This document aims to provide organizations with guidance on how to help consumers improve their understanding of online standard terms and conditions. Its fundamental purpose is to protect consumers. Protect consumer rights and build a bridge of trust and confidence between organizations and consumers in the wave of the digital economy. This document was developed concurrently with ISO 21800, "Guidelines for organizations to help consumers understand online standard terms and conditions," and they are related. Organizational Guidelines to Help Consumers Understand Online Standard Terms

1 Scope

GB/T 47354-2026 is the Chinese national standard covering making standard-form online terms comprehensible - the plain language, the summary of the terms that actually matter, the prominence given to the ones that limit rights or renew automatically, and the timing at which they are shown. First edition, in force since 1 July 2026. It was issued on 31 March 2026 and has been in force since 1 July 2026, as a first edition. The document is under the responsibility of the Standardization Administration of China. This page is published from the official record of the 2026 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 provides guidance for organizations to provide consumers with clear, unambiguous, readily accessible, fair, and easy-to-understand online terms and conditions. This document applies to the drafting of online standard terms and conditions between organizations and consumers. This document does not apply to terms of transactions between consumers or terms of business collaborations between organizations.

2 Normative references

This document has no normative references.

3 Terms and Definitions

The following terms and definitions apply to this document.

3.1 Accessibility The broadest range of people with the widest range of needs, characteristics, and capabilities use products, systems, services, documents, information, environments, and [other resources] in defined usage scenarios. The extent to which the facility achieves its defined objectives. [Source: GB/T 45154-2024, 3.2, with modifications]

3.2 consumer Individuals or households that become end users of goods, services, or digital content for personal or household use. Note

1.The term "consumer" includes both consumers and potential consumers. Note

2.The end consumer is not necessarily the purchaser. [Source: GB/T 24620-2022, 3.5, with modifications]

3.3 Consumer vulnerability Due to factors such as individual circumstances, situational factors, and market conditions, individuals may be at a disadvantage in their interactions with service providers. The state of potential risks. [Source: ISO 22458.2022, 3.5]

3.4 data Information represented in a formal manner suitable for human or computer communication, interpretation, or processing. [Source: ISO 10303-2.2024, 3.1]

3.5 digital content Data produced and provided in digital form (3.4).

3.6 organization To achieve a goal, an individual or group whose functions are constituted by responsibilities, authority, and interrelationships.

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