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

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**Consumer privacy protection in consumer goods and services
design - Use cases**

产品和服务设计中的消费者隐私保护 应用案例

(English Translation)

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Standardization Administration of the PRC**

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Foreword

This document is a standard or guiding technical document.

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.

This document is equivalent to ISO /T R31700-2.2023 "Consumer privacy protection in product and service design - Part 2: Application".

Case Study.

The following minimal editorial changes have been made to this document.

---To align with existing standards, the document title has been changed to "Application Cases of Consumer Privacy Protection in Product and Service Design";

---The corresponding ISO and IEC website links in the terms and definitions have been removed;

---The superscripts for the corresponding references in the text have been removed;

---Corrected an incorrect filename in the reference file.

1 Scope

This document provides illustrative application examples of messenger privacy protection in product and service design, supplemented with relevant analysis, to help...

Understand the requirements of ISO 31700-1.

This document is intended for engineers and professionals engaged in the development, implementation, or operation of digitally enabled products and services.

2 Normative references

This document has no normative references.

3 Terms and Definitions

The following terms and definitions apply to this document.

3.1 Privacy by Design

Privacy-conscious design approaches should be considered in the initial design phase and throughout the entire lifecycle of products or services involving personally identifiable information, including...

Consider product disposal and deletion of any related personally identifiable information.

Note: The lifecycle includes the transformation or upgrade phase.

[Source: ISO 31700-1:2023, 3.5]

3.2 Application Case

A description of a series of interactions between consumers and consumer products, used to help identify, clarify, and organize needs to support specific...

Business objectives.

Note 1: Consumers may be users, engineers, or systems.

Note 2: The systems mentioned in this document are products or services.

[Source: ISO 31700-1:2023, 3.22, modified]

4 Abbreviations

The following abbreviations apply to this document.

5.1 Requirements of ISO 31700-1

The requirements of ISO 31700-1:2023 are categorized and listed in Table 1.

---General rules (Chapter 4 of ISO 31700-1:2023);