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

SB/T 11051-2013

**Index system of e-commerce credit evaluation. Online retailing
(English Translation)**

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Foreword

This standard was drafted in accordance with the rules given in GB/T 1.1-2009.

This standard was proposed by the Department of Commerce of the Ministry of Commerce.

This standard is under the jurisdiction of the Department of Circulation Industry Development of the Ministry of Commerce.

This standard is mainly drafted by. China National Institute of Standardization, Zhongjing Huitong Co., Ltd., Shenzhen Netcom E-Commerce Co., Ltd.

Zhejiang Plastic City Online Trading Market, Zhejiang Jinjutang E-Commerce Co., Ltd., Fujian Jinyuan Clothing Co., Ltd., Alibaba Network Limited Company (including Tmall and Taobao), China Internet Association Credit Evaluation Center, Beijing Guofutai Enterprise Credit Information Co., Ltd., commercial technology quality center.

Introduction

In recent years, China's e-commerce has developed very rapidly, and online retail transactions account for an increasing proportion of total retail sales of consumer goods. For reduction Less occurrence of various types of dishonesty incidents, protection of consumer rights and interests, and promotion of e-commerce health norms, should accelerate the establishment and improvement of e-commerce letters Use the system. In the field of online retail credit evaluation and service, the lack of uniform evaluation standards and norms has greatly reduced the evaluation service to e-commerce.

Integrity incentives and untrustworthy constraints, for this reason, the Ministry of Commerce e-commerce Division proposed and set up this e-commerce credit evaluation criteria, from Evaluation of basic principles, basic requirements and indicator systems to provide a

unified technology for China's emerging online retail credit evaluation basis.

The online retail transactions covered by this standard are physical consumer goods for end users, such as clothing, home appliances, food, etc., excluding the network.

Payments (such as utilities, etc.), travel and airline ticket reservations, insurance, housekeeping services, audio and video, game cards, etc.

This standard clarifies the goal of online retail credit evaluation to help customers judge and circumvent online shopping risk, and based on customer online shopping trust formation the distribution of theoretical and data and online shopping complaint data, and the selection of information disclosure, products, payment and distribution, after-sales, etc., which are closely related to online shopping risks.

The classification indicators also select the ability indicators that reflect the operating conditions and the comprehensive indicators that reflect the overall credit status.

E-commerce credit evaluation index system online retail

1 Scope

This standard stipulates the evaluation principles, indicators, weights and methods for evaluating the network retail credits of network operators.

This standard is applicable to the credit evaluation of self-operated retail websites and platform-type retail online stores by third-party evaluation agencies, and other types of e-commerce.

Credit evaluation can be used as reference.

2 Normative references

The following documents are indispensable for the application of this document. For dated references, only dated versions apply to this article.

Pieces. For undated references, the latest edition (including all amendments) applies to this document.

GB/T 22117 basic terms of credit

3 Terms and definitions

The following terms and definitions as defined in GB/T 22117 apply to this document.

E-commerce credit in an e-commerce transaction, the counterparty acquires the trust of the counterparty as the basis for the transaction.

Note: This ability is based on the integrity of the trading party, compliance with trading commitments

and commitments, and meeting the reasonable expectations of the counterparty to obtain and maintain conditions.

Online shopping risk theriskinvolvedwithonlineshopping Uncertainty adversely affects customers' online shopping to achieve their desired goals.

Self-operated retail website sellerreretailingwebsite A retail website operated by the seller.

Platform retail store retailingshopon3rd-partyplatform an online store that uses a third-party online trading platform for retailing.

4.1 General requirements

Evaluation of online retail credit should aim at helping buyers to judge and circumvent the online shopping risk caused by the seller, and should follow fairness and justice.

Fan science principles; privacy data should also be kept confidential.

4.2 Evaluation data

4.2.1

The evaluation data of online retail credit should be true, reliable, representative and time-sensitive.