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Foreword

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The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

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This document was prepared by Technical Committee ISO/TC 324, *Sharing economy*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

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Introduction

A combination of widespread internet use, technological developments, economic model innovation and demographic shifts has led to the emergence of a new economic model often called the “sharing economy”, which enables otherwise unconnected individuals and/or organizations to make transactions.

The sharing economy creates opportunities to connect individuals and/or organizations with unused assets and skills with those who want to use them. It enables services and products to reach a wider range of consumers, support entrepreneurship, and create new business opportunities with a flexible working style which contributes to economic growth. The shift from owning assets to sharing them through the new model enables better resource optimization and is expected to contribute to the resolution of environmental issues.

Meanwhile, issues of security, service quality and reliability can become an obstacle for users in using sharing economy services, such as:

- products or assets in the sharing economy platform do not meet the quality expected, or are not timely delivered as promised;
- non-compliance with rules and regulations that require consumer consent from providers;
- lack of user privacy safeguards or an unclear and/or unfair treatment of personal data, and breaches to data protection and unauthorized data sharing;
- exposure to physical harm /problems related with product safety, frauds and scams;
- difficulties associated with making complaints and getting proper redress.

This document is intended to assist in ensuring safe and trustworthy transactions between providers and users through sharing economy platforms by providing general principles associated with sharing economy transactions.

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