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**Transaction assurance in  
E-commerce — Vocabulary**

*Assurance des transactions de commerce électronique — Vocabulaire*

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ISO 32110:2023

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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 document 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](http://www.iso.org/directives)).

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This document was prepared by Technical Committee ISO/TC 321, *Transaction assurance in E-commerce*.

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](http://www.iso.org/members.html).

## Introduction

Uniform terms and accurate definitions are the basis of standardization activities. This document provides a common understanding of e-commerce transaction assurance concepts. Additionally, it supports the expanding e-commerce industry, especially cross-border e-commerce activities.

The terms and definitions in this document focus on:

- terms essential to transaction assurance in e-commerce;
- significant and potentially ambiguous terms in e-commerce transactions;
- terms already defined within relevant international standards while not entirely applicable to e-commerce, with necessary modifications to adapt them to the industry.

This document is particularly useful for e-commerce stakeholders and practitioners, such as e-commerce regulatory agencies, e-commerce platform operators, sellers, buyers, service providers, regardless of B2B, B2C, C2C or C2M. It can also be used by interested parties, such as researchers, others interested in the e-commerce profession and developers of other standards in relevant sectors.

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# Transaction assurance in E-commerce — Vocabulary

## 1 Scope

This document provides terms and definitions in the field of transaction assurance in e-commerce.

## 2 Normative references

There are no normative references in this document.

## 3 Terms and definitions

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <https://www.iso.org/obp>
- IEC Electropedia: available at [www.electropedia.org](http://www.electropedia.org)

### 3.1 General

#### 3.1.1

##### **e-commerce**

##### **electronic commerce**

eCommerce

activity of buying and selling *products* (3.3.4) over open networks

Note 1 to entry: E-commerce includes different modes, e.g. *B2B* (3.1.3), *B2C* (3.1.4), *C2C* (3.1.5), *C2M* (3.1.6).

[SOURCE: ISO 9564-4:2016, 3.4, modified — “activity of” has been added to the definition, “or services” has been deleted. Note 1 to entry has been added.]

#### 3.1.2

##### **cross-border e-commerce**

*e-commerce* (3.1.1) across borders

Note 1 to entry: Cross border means from one customs territory to another.

#### 3.1.3

##### **B2B e-commerce transaction**

##### **business-to-business electronic commerce transaction**

set of interactions between *businesses* (3.2.1) for the provision of a *product* (3.3.4) over open networks, such as between a *manufacturer* (3.2.9) and a wholesaler, or between a wholesaler and a retailer

#### 3.1.4

##### **B2C e-commerce transaction**

##### **business-to-consumer electronic commerce transaction**

set of interactions between a *businesses* (3.2.1) and a *consumer* (3.2.4) for the provision of a *product* (3.3.4) over open networks

[SOURCE: ISO 10008:2022, 3.1, modified — “an organization” has been replaced by “businesses”, and “products and services, facilitated online” has been replaced by “a product over open networks”.]

### 3.1.5

#### **C2C e-commerce transaction**

##### **consumer-to-consumer electronic commerce transaction**

set of interactions between a *consumer* (3.2.4) and another *consumer* (3.2.4) for the provision of a *product* (3.3.4) over open networks

### 3.1.6

#### **C2M e-commerce transaction**

##### **consumer-to-manufacturer electronic commerce transaction**

set of interactions between a *consumer* (3.2.4) and a *manufacturer* (3.2.9) for the provision of *goods* (3.3.3) over open networks

Note 1 to entry: In a C2M e-commerce transaction, a *product* (3.3.4) is commonly designed and provided according to the specific requirements of a *consumer* (3.2.4).

### 3.1.7

#### **e-commerce platform**

e-marketplace

network information system that provides one or more *services* (3.3.7) to interested parties to facilitate *e-commerce* (3.1.1) transactions

Note 1 to entry: *Service* (3.3.7) can consist of information releasing, information delivery, data processing and transaction information matching.

Note 2 to entry: Platform means application interface to provide *e-commerce* (3.1.1) transactions in forms of websites and mobile applications.

### 3.1.8

#### **e-shop**

e-store

*business* (3.2.1) place for the provision of *products* (3.3.4) through an *e-commerce platform* (3.1.7)

## 3.2 E-commerce transaction — Participants

### 3.2.1

#### **business**

*organization* (3.2.10) that produces or sells *goods* (3.3.3) or *services* (3.3.7) in order to make a profit

### 3.2.2

#### **buyer**

individual or *organization* (3.2.10) to whom or to which *goods* (3.3.3) or *services* (3.3.7) are sold

Note 1 to entry: In *e-commerce* (3.1.1) transaction, a buyer can be a *consumer* (3.2.4) or a *reseller* (3.2.11).

### 3.2.3

#### **collection agent for goods**

individual or *organization* (3.2.10) authorized to act for or on behalf of a *buyer* (3.2.2) or consignee in respect of *service* (3.3.7) concerning the receipt of *goods* (3.3.3)

### 3.2.4

#### **consumer**

party that is an individual to whom consumer protection requirements are applied as a set of external constraints on a *business* (3.2.1) transaction

Note 1 to entry: Consumer protection is a set of explicitly defined rights and obligations applicable as external constraints on a *business* (3.2.1) transaction.

Note 2 to entry: The assumption is that a consumer protection applies only where a *buyer* (3.2.2) in a *business* (3.2.1) transaction is an individual. If this is not the case in a particular jurisdictional domain, such external constraints should be specified as part of scenario components as applicable.



Note 3 to entry: It is recognized that external constraints on a *buyer* (3.2.2) of the nature of consumer protection may be peculiar to a specified jurisdictional domain.

[SOURCE: ISO/IEC 15944-12:2020, 3.24, modified — “buyer who” has been replaced by “party that”.]

### 3.2.5

#### **customer**

individual or *organization* (3.2.10) to whom or to which either *goods* (3.3.3) or *services* (3.3.7), or both, are supplied

Note 1 to entry: In *e-commerce* (3.1.1) transaction, a customer is a *buyer* (3.2.2).

### 3.2.6

#### **e-commerce operator**

individual or *organization* (3.2.10) engaged in *e-commerce* (3.1.1)

Note 1 to entry: E-commerce operator can be an *e-commerce platform operator* (3.2.7) or a *seller* (3.2.13).

### 3.2.7

#### **e-commerce platform operator**

*organization* (3.2.10) that operates an *e-commerce platform* (3.1.7)

### 3.2.8

#### **logistic service provider**

party providing *logistic services* (3.3.7) such as warehousing, repacking *goods* (3.3.3), distribution, and assembly

EXAMPLE Third-party logistic provider, container freight station.

[SOURCE: ISO/TS 17187:2019, 3.20, modified — “products” has been replaced by “goods”.]

### 3.2.9

#### **manufacturer**

individual or *organization* (3.2.10) that produces *goods* (3.3.3) for sale

Note 1 to entry: A manufacturer can also be a *supplier* (3.2.14) of *goods* (3.3.3).

### 3.2.10

#### **organization**

organized structure set up for a particular purpose, such as a *business* (3.2.1), government body, department, charity, or financial institution

### 3.2.11

#### **reseller**

individual or *organization* (3.2.10) that purchases *goods* (3.3.3) or *services* (3.3.7) with an intention of selling them to another *customer* (3.2.5) and possibly supporting them, rather than consuming or using them

[SOURCE: ISO/IEC/IEEE 24765:2017, 3.3454, modified — Added “individual or” and “rather than consuming or using them”.]

### 3.2.12

#### **rights holder**

physical person or legal entity, either holding or authorized to use, one or more intellectual property rights

[SOURCE: ISO 22300:2021, 3.1.214, modified — “physical person or” has been added.]

### 3.2.13

#### **seller**

individual or *organization* (3.2.10) that sells *products* (3.3.4) over open networks

Note 1 to entry: A seller can be a *manufacturer* (3.2.9) or a retailer. When trading large volumes of *goods* (3.3.3) for profit or *business* (3.2.1), a seller can be a merchant.

Note 2 to entry: The definition of seller includes both for-profit and non-profit.

### 3.2.14

#### **supplier**

individual or *organization* (3.2.10) that provides *goods* (3.3.3) or *services* (3.3.7)

EXAMPLE *E-commerce platform operator* (3.2.7), *manufacturer* (3.2.9), vendor, distributor, *seller* (3.2.13), *logistic service provider* (3.2.8), *third-party software service provider* (3.2.16), *third-party payment service provider* (3.2.15).

Note 1 to entry: A supplier can be internal or external to the *organization* (3.2.10).

### 3.2.15

#### **third-party payment service provider**

*payment service* (3.3.7) provider offering *payment initiation services* (3.3.7) or *account information services* (3.3.7) on accounts where they are not the *account-servicing payment service* (3.3.7) provider themselves

[SOURCE: ISO/TR 21941:2017, 3.1.11]

### 3.2.16

#### **third-party software service provider**

individual or *organization* (3.2.10) offering *software service* (3.3.7) as a third-party

### 3.2.17

#### **user**

*visitor* (3.2.18) or registered individual or *organization* (3.2.10) that uses *services* (3.3.7) of an *e-commerce platform* (3.1.7)

### 3.2.18

#### **visitor**

non-registered entity who uses *services* (3.3.7) of an *e-commerce platform* (3.1.7)

## 3.3 E-commerce transaction — Product related

### 3.3.1

#### **banned product**

*product* (3.3.4) prohibited from sale according to related regulatory requirements and controls such as national regulations and laws applied by governing bodies

### 3.3.2

#### **category attribute**

common feature of *product categories* (3.3.5) which facilitates *product* (3.3.4) management for *e-commerce operators* (3.2.6), and searches for desired *products* (3.3.4) for *users* (3.2.17)

### 3.3.3

#### **goods**

items or materials that, upon the placement of a purchase order, are manufactured, handled, processed or transported within the supply chain for usage or consumption by the *buyer* (3.2.2)

[SOURCE: ISO 22300:2021, 3.3.8, modified – “purchaser” has been replaced by “buyer”.]