



# Technical Report

**ISO/TR 32121**

## Transaction assurance in E-commerce — Practices for developing terms of use for business-to-consumer (B2C) E-commerce platforms

*Assurance des transactions de commerce électronique —  
Pratiques pour l'élaboration des conditions générales d'utilisation des plateformes de commerce électronique entre entreprises et consommateurs (B2C)*

**First edition  
2026-02**

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ISO copyright office  
CP 401 • Ch. de Blandonnet 8  
CH-1214 Vernier, Geneva  
Phone: +41 22 749 01 11  
Email: [copyright@iso.org](mailto:copyright@iso.org)  
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Published in Switzerland

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## Foreword

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

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## **Introduction**

In the current E-commerce landscape, business-to-consumer (B2C) platforms are encouraged to establish trust and security throughout the transaction process to foster consumer confidence and loyalty. One key element of this is the effective development and implementation of terms of use (TOU), which directly affect the entire transaction life-cycle. However, many B2C E-commerce platforms currently face challenges such as lack of transparency, consistency and comprehensive protection of both consumers and sellers.

ISO/TC 321's cornerstone International Standard, ISO 32111, identifies TOU as one of the critical assurance elements for ensuring secure and transparent E-commerce transactions. This document serves as an important complement to ISO 32111, forming part of the broader system for transaction assurance in E-commerce.

The purpose of this document is to support all stakeholders to develop and implement TOU through case studies of highly acclaimed B2C E-commerce platforms. This document supports stakeholders in aligning TOU development with ISO/TC 321's transaction assurance framework. By doing so, it aims to address existing gaps in current practices and to provide a more comprehensive structure for TOU, ultimately fostering greater fairness, trust and consistency in global B2C E-commerce platforms.

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