



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**

Itch Standards
(<https://standards.itch.ai>)
Document Preview

ISO/TR 32121:2026

<https://standards.itch.ai/catalog/standards/iso/5845e2f5-2c94-4adb-b7c8-13dc64bad9eb/iso-tr-32121-2026>

iTeh Standards
(<https://standards.itih.ai>)
Document Preview

[ISO/TR 32121:2026](https://standards.itih.ai/catalog/standards/iso/5845e2f5-2c94-4adb-b7c8-13dc64bad9eb/iso-tr-32121-2026)

<https://standards.itih.ai/catalog/standards/iso/5845e2f5-2c94-4adb-b7c8-13dc64bad9eb/iso-tr-32121-2026>



COPYRIGHT PROTECTED DOCUMENT

© ISO 2026

All rights reserved. Unless otherwise specified, or required in the context of its implementation, no part of this publication may be reproduced or utilized otherwise in any form or by any means, electronic or mechanical, including photocopying, or posting on the internet or an intranet, without prior written permission. Permission can be requested from either ISO at the address below or ISO's member body in the country of the requester.

ISO copyright office
CP 401 • Ch. de Blandonnet 8
CH-1214 Vernier, Geneva
Phone: +41 22 749 01 11
Email: copyright@iso.org
Website: www.iso.org

Published in Switzerland

Contents

Page

Foreword	iv
Introduction	v
1 Scope	1
2 Normative references	1
3 Terms and definitions	1
4 Methodology and overview of practices	1
4.1 Methodology	1
4.2 Criteria for platform selection	1
4.3 Overview of selected practices	2
5 Specific principles	3
5.1 Transparency	3
5.1.1 General	3
5.1.2 Case studies	3
5.2 Intellectual property protection	6
5.2.1 General	6
5.2.2 Case studies	6
5.3 Multi-party participation	7
5.3.1 General	7
5.3.2 Case studies	7
5.4 Continual improvement	8
5.4.1 General	8
5.4.2 Case studies	8
6 Classification of TOU	8
6.1 General	8
6.2 Case studies	9
7 Key elements	13
7.1 General rules	13
7.1.1 General	13
7.1.2 Case studies	13
7.2 Entry rules	14
7.2.1 General	14
7.2.2 Case studies	14
7.3 Service guarantee rules	15
7.3.1 General	15
7.3.2 Case studies	15
7.4 Rights protection rules	17
7.4.1 General	17
7.4.2 Case studies	17
7.5 Other special rules	18
7.5.1 Transaction logistics rules	18
7.5.2 Marketing-related rules	18
7.5.3 Case studies	18
8 Key aspects of developing the TOU	21
8.1 General	21
8.2 Case studies	21
Bibliography	23

Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

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).

ISO draws attention to the possibility that the implementation of this document may involve the use of (a) patent(s). ISO takes no position concerning the evidence, validity or applicability of any claimed patent rights in respect thereof. As of the date of publication of this document, ISO had not received notice of (a) patent(s) which may be required to implement this document. However, implementers are cautioned that this may not represent the latest information, which may be obtained from the patent database available at www.iso.org/patents. ISO shall not be held responsible for identifying any or all such patent rights.

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see www.iso.org/iso/foreword.html.

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.

ISO/TR 32121:2026

<https://standards.iteh.ai/catalog/standards/iso/5845e2f5-2c94-4adb-b7c8-13dc64bad9eb/iso-tr-32121-2026>

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.

iTeh Standards
(<https://standards.iteh.ai>)
Document Preview

[ISO/TR 32121:2026](https://standards.iteh.ai/catalog/standards/iso/5845e2f5-2c94-4adb-b7c8-13dc64bad9eb/iso-tr-32121-2026)

<https://standards.iteh.ai/catalog/standards/iso/5845e2f5-2c94-4adb-b7c8-13dc64bad9eb/iso-tr-32121-2026>