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NATIONAL STANDARD OF THE
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**Cross-border electronic commerce - Specification for
import commodity information release**

跨境电子商务 进口商品信息发布规范

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Cross-border electronic commerce - Specification for import commodity information release

1 Scope

This Standard specifies the basic principles, basic requirements, basic information, qualification information, quality and safety information, evaluation information and verification methods for the release of imported commodity information in cross-border electronic commerce.

This Standard is applicable to the release and management of imported commodity information in cross-border electronic commerce.

2 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

GB/T 5296.1, *Instructions for use of products of consumer interest - Part 1: General principles*

GB 12904, *Bar code for commodity - Retail commodity numbering and bar code marking*

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

3.1 cross-border electronic commerce

a business activity that transaction entities belonging to different customs borders, through the e-commerce platform, complete transactions, make payment settlements, and deliver commodity and complete transactions through cross-border logistics

[Source: GB/T 37146-2018, 3.1]

3.2 import commodity

products that have passed Chinese customs declaration, inspection and release into China for sale

4 Basic principles

4.1 Authenticity

The import commodity information release of cross-border electronic commerce (hereinafter referred to as "cross-border e-commerce") is true, accurate and effective, without false content.

4.2 Objectivity

The import commodity information release of cross-border e-commerce objectively reflects the actual characteristics of the product. It is consistent with the commodity actually received by the buyer and the Chinese and English information on the commodity.

5 Basic requirements

The basic requirements for the import commodity information release are as follows:

- a) The text, voice and video of information release shall be in simplified Chinese. If more than two languages are used, the Chinese shall come first;
- b) The content of the information release shall include but not limited to basic information, qualification information, quality and safety information and evaluation information;
- c) Cross-border e-commerce platforms shall supervise the release of product information. The information release that violates regulations or does not conform to this Standard shall be cleaned up or modified.

6 Basic information

The basic information of import commodity of cross-border e-commerce shall include but not limited to the content shown in Table 1.

Table 1 -- Basic information of import commodity of cross-border e-commerce

No.	Basic information	Instructions and requirements
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