

**BUREAU OF INDIAN STANDARDS**

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

ICS 35.240.63

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Retail, E-Commerce & E Payment Services Sectional Committee, SSD 11

**FOREWORD**

(Formal clauses will be added later)

Uniform terms and accurate definitions are the basis of standardization activities. This standard 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 standard focus on:

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

This standard 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 may also be used by interested parties, such as researchers, others interested in the e-commerce profession and developers of other standards in relevant sectors.

This document is based on ISO 32110 and modification have been done after the consultation with Indian stakeholders primarily to make it implementable in the country. The following major modifications have been done in this standard:

- a) The word 'agent' is replaced with 'Collection Personnel/Entity for Goods' in the whole standard (see 3.2.3);
- b) Definition of 'consumer Review' is added (see 3.2.5);
- c) Definition of 'Inventory e-commerce entity' is added (see 3.2.9);
- d) Definition of 'Inventory e-commerce entity' is added (see 3.2.11);
- e) Definition of visitor/ user is added separately (see 3.2.20);
- f) Definition of 'Open Network' is added (see 3.6.5);
- g) 'Definition of 'Rating' is added (see 3.6.6);
- h) Reference has been updated (see 17 in reference)

## 1 SCOPE

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

## 2 REFERENCES

The standards listed below contain provisions which, through reference in this text, constitute provisions of this standard. At the time of publication, the editions indicated were valid. All standards are subject to revision, and parties to agreements based on this standard are encouraged to investigate the possibility of applying the most recent editions of these standards.

International Standard	Corresponding Indian Standard	Degree of Equivalence
ISO 9564-4:2016 Financial Services — Personal Identification Number (PIN) Management and Security Part 4 Requirements for PIN Handling in eCommerce for Payment Transactions	IS 15042 (Part 4) : 2019 ISO/TR 9564-4 : 2016 Financial Services — Personal Identification Number (PIN) Management and Security Part 4 Requirements for PIN Handling in eCommerce for Payment Transactions	Identical under dual numbering
ISO 10002:2018, Quality management — Customer satisfaction — Guidelines for complaints handling in organizations	IS/ISO 10002: 2018 ISO 10002: 2018, Quality management — Customer satisfaction — Guidelines for complaints handling in organizations	Identical under dual numbering
ISO 5127:2017, Information and documentation — Foundation and vocabulary	IS 13550: 2018 ISO 5127 Information and documentation - Vocabulary (First Revision)	Identical under dual numbering
ISO 12812-1:2017, Core banking — Mobile financial services — Part 1: General framework	IS/ISO 12812-1: 2017 Core banking- Mobile financial services- Part 1: General framework	Identical under dual numbering
ISO 20400:2017, Sustainable procurement — Guidance	IS/ISO 20400: 2017 ISO 20400:2017, Sustainable procurement — Guidance	Identical under dual numbering
ISO 22300:2021, Security and resilience — Vocabulary	IS/ISO 22300-2 : 2021 22300:2021, Security and resilience — Vocabulary	Identical under dual numbering

### 3 TERMS AND DEFINITIONS

#### 3.1 General

##### 3.1.1 *E-commerce Electronic Commerce E-commerce*

Activity of buying and selling products (3.3.4) over open networks

Note — 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 — 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 (3.2.11) 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 (3.2.11) for the provision of goods (3.3.3) over open networks

Note — In a C2M e-commerce transaction, a *product* (3.3.4) is commonly designed and 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

#### NOTES

1 Service (3.3.7) can consist of information releasing, information delivery, data processing and transaction information matching.

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

### 3.1.8 E-shop

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 (3.2.13) 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 (3.2.13) to whom or to which goods (3.3.3) or services (3.3.7) are sold.

Note — In *e-commerce* (3.1.1) transaction, a buyer can be a *consumer* (3.2.4) or a *reseller* (3.2.14).

### 3.2.3 Collection Personnel/Entity for Goods

Individual or organization (3.2.13) 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.

#### NOTES

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

2 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.

3 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 Consumer Review

Recorded information made publicly available by a consumer deemed to be a review author about a specified product or service provided or sold by a supplier/seller.

### 3.2.6 Customer

Individual or *organization* (3.2.13) to whom or to which either *goods* (3.3.3) or *services* (3.3.7), or both, are supplied.

Note — In *e-commerce* (3.1.1) transaction, a customer is a *buyer* (3.2.2).

### 3.2.7 E-commerce Operator

Individual or *organization* (3.2.13) engaged in *e-commerce* (3.1.1)

Note — E-commerce operator can be an *e-commerce platform operator* (3.2.7) or a *seller* (3.2.16).

### 3.2.8 E-commerce Platform Operator

*Organization* (3.2.13) that operates an *e-commerce platform* (3.1.7)

**3.2.9** Inventory e-commerce entity means an e-commerce entity which owns the inventory of goods or services and sells such goods or services directly to the consumers and shall include single brand retailers and multi-channel single brand retailers;

### 3.2.10 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”.]

**3.2.11** “Marketplace e-commerce entity” means an e-commerce entity which provides an information technology platform on a digital or electronic network to facilitate transactions between buyers and sellers;

### 3.2.12 Manufacturer

Individual or *organization* (3.2.13) that produces *goods* (3.3.3) for sale

Note — A manufacturer can also be a *supplier* (3.2.17) of *goods* (3.3.3).

### 3.2.13 Organization

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

### 3.2.14 Reseller

Individual or organization (3.2.13) that purchases goods (3.3.3) or services (3.3.7) with an intention of selling them to another customer (3.2.6) 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”.]

### **3.2.15 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.]

### **3.2.16 Seller**

Individual or *organization* (3.2.13) that sells *products* (3.3.4) over open networks

#### NOTES

- 1 A seller can be a manufacturer (3.2.11) 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.
- 2 The definition of seller includes both for-profit and non-profit.

### **3.2.17 Supplier**

Individual or *organization* (3.2.13) that provides *goods* (3.3.3) or *services* (3.3.7)

EXAMPLE E-commerce platform operator (3.2.8), manufacturer (3.2.11), vendor, distributor, seller (3.2.16), logistic service provider (3.2.10), third-party software service provider (3.2.19), third-party payment service provider (3.2.18).

Note — A supplier can be internal or external to the organization (3.2.13).

### **3.2.18 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]

### **3.2.19 Third-party software service provider**

Individual or organization (3.2.13) offering software service (3.3.7) as a third-party

### **3.2.20 User**

visitor (3.2.21) or registered individual or organization (3.2.13) that uses services (3.3.7) of an e-commerce platform (3.1.7)

### **3.2.21 Visitor**

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

### **3.2.22 User**

registered individual or organization (3.2.13) with the E-Commerce platform that 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 (3.2.7), and searches for desired products (3.3.4) for users (3.2.20).

#### 3.3.3 Goods

Items or materials that, 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”.]

#### 3.3.4 Product

Goods (3.3.3) or service (3.3.7).

[SOURCE: ISO Guide 84:2020, 3.1.29]

#### 3.3.5 Product Category

Group of products (3.3.4) having some equivalent functions or the same features.

[SOURCE: ISO 22948:2020, 3.2.2, modified – “that have an equivalent function” has been replaced by “having some equivalent functions or the same features”.]

#### 3.3.6 Product requiring license

Product (3.3.4) that needs a permit or license from an authority to be owned, used or sold online.

#### 3.3.7 Service

Results generated by activities at the interface between a *supplier* (3.2.17) and a *customer* (3.2.6) and by *supplier* (3.2.17) internal activities to meet *customer* (3.2.6) needs

#### NOTES

1 In e-commerce (3.1.1) transaction, a *supplier* (3.2.17) can be an e-commerce platform operator (3.2.7), a seller (3.2.16), a logistic service provider (3.2.10), a third-party software service provider (3.2.19) or a third-party payment service provider (3.2.18).

2 In e-commerce (3.1.1) transaction, a *customer* (3.2.6) can buy a product (3.3.4) and resell it.

EXAMPLE: In an e-commerce (3.1.1) transaction, service can involve:

- a. an activity performed on tangible products (3.3.4) supplied to a customer (3.2.6) (e.g. household appliances to be installed or repaired);
- b. the delivery (3.5.3) of tangible products (3.3.4) (e.g. the delivery of goods by a logistics service provider); and
- c. the delivery (3.5.3) of intangible products (3.3.4) (e.g. the delivery of information).

[SOURCE: ISO 20400:2017, 3.23, modified — Added Notes 1 and 2 to entry and EXAMPLE.]

## 3.4 E-commerce Transaction — Pre-Transaction

### 3.4.1 *Domain Name*

Identification string that defines a realm of administrative autonomy, authority, or control on the Internet, defined by the rules and procedures of the domain name system.

[SOURCE: ISO 5127:2017, 3.1.5.46, modified — Note 1 to entry deleted.]

### 3.4.2 *Electronic Coupon*

Any form of a voucher including ticket or a promotional code redeemable on an e-commerce platform (3.1.7), issued by an e-commerce platform operator (3.2.8), a seller (3.2.16) or a third party and used online by consumers (3.2.4).

EXAMPLE: Discount vouchers, free gift vouchers, special offers.

Note — Third parties who issue electronic coupons can also be government agencies.

### 3.4.3 *Enrolment Registration*

Process to make an entity known within a particular domain.

#### NOTES

1 Enrolment typically comprises the collection and validation of identity information for identification of an entity and the collection of the identity information required for identity registration, followed by identity registration itself.

2 In e-commerce (3.1.1) transactions, enrolment can include registration on an e-commerce platform (3.1.7), and registration to participate in a specified activity online.

[SOURCE: ISO/IEC 24760-1:2019, 3.4.3, modified — Added Note 2 to entry.]

### 3.4.4 *Export License*

License that a government issues to an exporter granting permission to sell certain *goods* (3.3.3) to a given country

Note — Export license is usually seen in cross-border e-commerce (3.1.2).

### 3.4.5 *Promotional Campaign*

Set of custom-designed initiatives (interactions and activities) that target prospective or existing customers (3.2.6) (or both) for selling and buying products (3.3.4)

### 3.4.6 *Security Deposit*

Refundable or non-refundable sum of money paid by the seller (3.2.16) and held by e-commerce platform operator (3.2.8) or a third-party for the purpose of an e-commerce transaction.

[SOURCE: ISO 20410:2017, 3.8, modified — “or non-refundable” has been added, “charterer” has been replaced by “seller”, and “charterer provider” has been replaced by “e-commerce platform operator or a third-party”.]

### 3.4.7 *Terms of Use Terms of Service Terms and Conditions TOUTOS*

Rules by which users (3.2.20) agree to abide in order to use a service (3.3.7)

Note — In an e-commerce (3.1.1) transaction, terms of use can also be merely a disclaimer, especially regarding the use of websites or applications provided by an e-commerce platform (3.1.7).



## 3.5 E-commerce Transaction — In-Transaction

### 3.5.1 Cash on Delivery

Payment on delivery service (3.3.7) entailing cash payment or any other prompt payment means to the carrier on delivery (3.5.3) of goods (3.3.3).

### 3.5.2 Customer Service

Interaction of the organization (3.2.13) with the customer (3.2.6) throughout the life cycle of a product (3.3.4).

Note — The organization (3.2.13) can refer to an e-commerce operator (3.2.7) or an e-commerce platform operator (3.2.8) etc.

[SOURCE: ISO 10002:2018, 3.5, modified — "or a service" has been deleted. Note 1 to entry has been added.]

### 3.5.3 Delivery

Physical process of handing over goods (3.3.3) to the consignee or to the party acting on his behalf.

Note — The delivery can be provided by a third-party logistic service provider (3.2.10), or self-run logistics.

### 3.5.4 Electronic Order e-Order

Electronic document generated by an e-commerce platform (3.1.7) that specifies products (3.3.4) to be provided under conditions agreed between the seller (3.2.16) and the buyer (3.2.2).

#### NOTES

- 1 An electronic order can consist of one or more consignments or deliveries (shipments).
- 2 An electronic order, products (3.3.4) can be provided by one or more sellers (3.2.16).
- 3 An electronic order must consist of registered name and address of the seller/e-commerce platform, total price to be paid along with a breakup of the price and consumer and requirements as per applicable law.

### 3.5.5 Inconsistent description

Situation in which a feature or function of a purchased *product* (3.3.4) is inconsistent with the correspondent information of the *product* (3.3.4) displayed on *e-commerce platform* (3.1.7).

Note — Information can include the description of colour, size, material of *goods* (3.3.3), types or scope of *service* (3.3.7) etc.

### 3.5.6 Mobile payment

Payment involving a mobile device and using a payment instrument and associated infrastructures.

[SOURCE: ISO 12812-1:2017, 3.29]

### 3.5.7 Online Payment

Payment made through open networks

EXAMPLE: Payment networks, digital wallets, direct fund transfers.

### 3.5.8 Refund of Payment

Process whereby the payment, (either partial or full) for the product (3.3.4) is returned to the buyer (3.2.2).

### 3.5.9 *Shopping Cart*

Virtual digital container used to keep products (3.3.4) chosen by potential buyer (3.2.2) in e-commerce (3.1.1) transactions.

## 3.6 E-commerce Transaction — Post-Transaction

### 3.6.1 *Customer Satisfaction*

Customer's (3.2.6) perception of the degree to which the service (3.3.7) provider has fulfilled the customer's (3.2.6) requirements and expectations.

#### NOTES

- 1 Complaints are a common indicator of low customer satisfaction, but their absence does not necessarily imply high customer satisfaction.
- 2 Even when customer (3.2.6) requirements have been agreed with the customer (3.2.6) and fulfilled, this does not necessarily ensure a high customer satisfaction

[SOURCE: ISO/IEC Guide 76:2020, 3.7]

### 3.6.2 *Grade*

Rating result of the performance evaluation conducted by an e-commerce platform operator (3.2.8) for an e-shop (3.1.8).

#### NOTES

- 1 Factors for evaluating an e-shop (3.1.8) can consist of the quality of products (3.3.4), the efficiency of delivery (3.5.3), and the service (3.3.7) provided after the sale.
- 2 Grades are usually displayed on the e-commerce platform (3.1.7) for users (3.2.20) to review.

### 3.6.3 *Online Dispute Resolution ODR*

Mechanism for resolving disputes using electronic communications and other information and communication technology

### 3.6.4 *Online Reputation Evaluation*

Process of an assessment conducted by an e-commerce platform operator (3.2.8) or a third-party for a seller (3.2.16) for the purpose of establishing or verifying the credibility and improving transparency in an e-commerce (3.1.1) transaction.

Note — Indicators for assessing a seller (3.2.16) can consist of the quality of products (3.3.4), the customer (3.2.6) experience, integrity degree.

### 3.6.5 *Open Network*

An open network refers to a network that facilitates e-commerce across various sectors consisting products and services. This network is designed to connect buyers, sellers and service providers, promoting interoperability and flexibility in digital transactions.

### 3.6.6 *Rating*

Value, classification, or ranking of a product or service by a consumer.

NOTES

- 1 Rating enables a consumer to give their opinion using a rating scale (0 to 5, 1 to 5, 1 to 10, 1 to 100, A to D, etc).
- 2 This scale may be represented by symbols (smileys, stars, coloured dots, symbols, etc); however, these symbols

**3.6.7 Receipt Confirmation**

Process whereby a buyer ([3.2.2](#)) confirms receipt of the goods ([3.3.3](#)).

**3.6.8 Returns**

Process whereby a buyer ([3.2.2](#)) sends back purchased goods ([3.3.3](#)) to the seller ([3.2.16](#)) due to certain reasons

NOTES

- 1 Various factors can cause returns, such as dislike of characters of goods ([3.3.3](#)), or dissatisfaction in quality.
- 2 Returns are often accompanied by refund of payment ([3.5.8](#)).
- 3 Return process sometimes involves compensation in accordance to the agreed terms and conditions for sale.

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