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Transaction assurance in E-commerce — Vocabulary

Assurance des transactions de commerce électronique — Vocabulaire

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Foreword

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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.

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.

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

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".]

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* ([3.2.14](#)) and a *customer* ([3.2.5](#)) and by *supplier* ([3.2.14](#)) internal activities to meet *customer* ([3.2.5](#)) needs

Note 1 to entry: In *e-commerce* ([3.1.1](#)) transaction, a *supplier* ([3.2.14](#)) can be an *e-commerce platform operator* ([3.2.7](#)), a *seller* ([3.2.13](#)), a *logistic service provider* ([3.2.8](#)), *a third-party software service provider* ([3.2.16](#)) or a *third-party payment service provider* ([3.2.15](#)).

Note 2 to entry: In *e-commerce* ([3.1.1](#)) transaction, a *customer* ([3.2.5](#)) can buy a *product* ([3.3.4](#)) and resell it.

EXAMPLE

In an *e-commerce* ([3.1.1](#)) transaction, service can involve:

— an activity performed on tangible *products* ([3.3.4](#)) supplied to a *customer* ([3.2.5](#)) (e.g. household appliances to be installed or repaired);

— the *delivery* ([3.5.3](#)) of tangible *products* ([3.3.4](#)) (e.g. the delivery of *goods* by a logistics service provider);

— 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* ([3.2.7](#)), a *seller* ([3.2.13](#)) or a third party and used online by *consumers* ([3.2.4](#))

EXAMPLE   Discount vouchers, free gift vouchers, special offers.

Note 1 to entry: Third parties who issue electronic coupons can also be government agencies.

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3.4.3
enrolment
registration
process to make an entity known within a particular domain

Note 1 to entry: 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.

Note 2 to entry: 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 1 to entry: 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* (3.2.5) (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* (3.2.13) and held by *e-commerce platform operator* (3.2.7) or a third-party

[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
TOU
TOS
rules by which *users* (3.2.17) agree to abide in order to use a *service* (3.3.7)

Note 1 to entry: 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* (3.2.10) with the *customer* (3.2.5) throughout the life cycle of a *product* (3.3.4)

Note 1 to entry: The *organization* (3.2.10) can refer to an *e-commerce operator* (3.2.6) or an *e-commerce platform operator* (3.2.7) 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 1 to entry: The delivery can be provided by a third-party *logistic service provider* (3.2.8), 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* (3.2.13) and the *buyer* (3.2.2)

Note 1 to entry: An electronic order can consist of one or more consignments or deliveries (shipments).

Note 2 to entry: In an electronic order, *products* (3.3.4) can be provided by one or more *sellers* (3.2.13).

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 1 to entry: 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 (3.2.5) perception of the degree to which the *service* (3.3.7) provider has fulfilled the *customer's* (3.2.5) requirements and expectations

Note 1 to entry: Complaints are a common indicator of low customer satisfaction, but their absence does not necessarily imply high customer satisfaction.

Note 2 to entry: Even when *customer* (3.2.5) requirements have been agreed with the *customer* (3.2.5) 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* ([3.2.7](#)) for an *e-shop* ([3.1.8](#))

Note 1 to entry: 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.

Note 2 to entry: Grades are usually displayed on the *e-commerce platform* ([3.1.7](#)) for *users* ([3.2.17](#)) 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* ([3.2.7](#)) or a third-party for a *seller* ([3.2.13](#)) for the purpose of establishing or verifying the credibility and improving transparency in an *e-commerce* ([3.1.1](#)) transaction

Note 1 to entry: Indicators for assessing a *seller* ([3.2.13](#)) can consist of the quality of *products* ([3.3.4](#)), the *customer* ([3.2.5](#)) experience, integrity degree.

3.6.5
receipt confirmation
process whereby a *buyer* ([3.2.2](#)) confirms receipt of the *goods* ([3.3.3](#))

3.6.6
returns
process whereby a *buyer* ([3.2.2](#)) sends back purchased *goods* ([3.3.3](#)) to the *seller* ([3.2.13](#)) due to certain reasons

Note 1 to entry: Various factors can cause returns, such as dislike of characters of *goods* ([3.3.3](#)), or dissatisfaction in quality.

Note 2 to entry: Returns are often accompanied by *refund of payment* ([3.5.8](#)).

Note 3 to entry: Return process sometimes involves compensation in accordance to the agreed terms and conditions for sale.