



# BS ISO 10008:2022 - Guidelines for business-to-consumer electronic commerce transactions

## What is it?

BS ISO 10008 is an international, voluntary standard that provides guidance for organizations on how to design, develop, implement, maintain and improve effective and efficient systems for B2C e-commerce.

**First published:** 2013

**Most recent revision:** 2022. This followed recommendations by BSI's Consumer and Public Interest Network (CPIN) and ANEC, with support from COPOLCO, to:

- Take account of evolving e-commerce environments and consumer behaviours
- Align BS ISO 10008 with best practice in related standards and international regulation.

## Who should use it

The guidance is of high value for organizations that sell products and services to consumers, either directly or via an intermediary. It is also relevant to third-party platforms, such as online marketplaces and price comparison sites.

## How will it benefit consumers?

The standard offers potential benefits to all consumers accessing products and services online, whether they are the purchaser or the end-user. Consumers can be reassured that responsible businesses, following this guidance, have the necessary tools to apply best practice at all stages of the e-commerce journey: pre-transaction, in-transaction and post-transaction.

## Why should responsible organizations use this standard?

This standard gives responsible businesses a clear set of guidelines for how they approach, deliver and maintain best practice in e-commerce transactions. It enables a company to:

- Position itself as a better business
- Empower consumers to buy online with confidence they will be treated fairly and in a way that minimizes the risk of harm.

The standard also has the potential to improve customer satisfaction, reduce complaints, and avoid the risk of reputational damage. In addition, BS ISO 10008 provides regulators and policy-makers worldwide with a benchmark of best practice around e-commerce transactions, and can assist with monitoring of regulatory compliance.

'By following this standard, a company can position itself as a "better business" and empower consumers to buy online with confidence that they will be treated fairly and in a way that minimizes the risk of harm.'

Ceri Stanaway, CPIN Rep on BS ISO 10008

## Why is this standard important for consumers?

E-commerce has exploded in recent years, offering consumers greater convenience and choice, better access to information such as ratings and reviews and, often, lower prices. But shopping online changes the nature of the trader-consumer relationship, putting consumers in a weaker position, because:

- They have no face-to-face contact with traders and no opportunity to inspect items before purchase
- They are usually required to pay before delivery
- They can feel detached from the money they're spending and risk over-spending
- The 'always-on' nature of e-commerce can lead to more spontaneous decisions and, potentially, more mistakes.


Other e-commerce risks that can lead to consumer harm include fraud, the sale of unsafe goods, and inadequate data privacy and security policies.


These issues can breed consumer distrust and prevent some from taking advantage of the benefits of e-commerce. The Covid-19 pandemic, which has pushed even those less comfortable in a digital environment to shop online, has made the need for guidance that outlines good practice in e-commerce even clearer.


Strong regulation in some countries protects consumers if things go wrong, but this protection is not consistent globally. Nor does it fully support responsible businesses by providing detailed guidance on how to minimize the risk of consumer harm and inspire consumer confidence. Plus, the increasingly global nature of e-commerce may mean that consumers buy from jurisdictions where the protections that exist in their home country don't apply.


## How does the standard address key consumer priorities?


BS ISO 10008 gives clear guidance to organizations involved in e-commerce transactions, to ensure that consumers are informed, empowered and protected at all stages. It delivers consumer benefits and protection in line with CPIN's consumer principles, including:

 **Access** – organizations should design content and interfaces that are easy to access, understand and navigate for all consumers, including those with sight, hearing or other impairments.

 **Choice** – by recommending that organizations should consider publishing product and service reviews, with reference to [BS ISO 20488: Online consumer reviews](#), the standard supports consumers' ability to make informed and optimal decisions. It also recommends that consumers should, where possible, be offered a choice of options, such as payment and contact methods.

 **Information** – the standard provides guidance on the clarity and accuracy of information pre, during and post purchase. Such information includes delivery timeframes, taxes and charges, a seller's location, and any tools used to personalize content.

 **Safety** – the revision of BS ISO 10008 brings the standard in line with modern best practice in relation to prevention of digital harm, including guidance around security and privacy standards for consumers' personal and payment data.

 **Redress** – organizations that follow the standard should prepare a code that addresses how they will handle complaints and dispute resolution.



### How to get a copy of the standard

BS ISO 10008 is available to buy from the [BSI Shop](#). You can find out more about how to access and buy standards on the [BSI website](#).