



National Standards Authority of Ireland

IRISH STANDARD

I.S. CWA 14842-1:2003

ICS 35.240.60

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ELECTRONIC COMMERCE - SHOP

PRESENTATION AND TRANSACTIONS - PART

1: REGULATORY AND SELF-REGULATORY

REQUIREMENTS

*This Irish Standard was
published under the
authority of the National
Standards Authority of
Ireland
and comes into effect on:
November 28, 2003*

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CEN

CWA 14842-1

WORKSHOP

October 2003

AGREEMENT

ICS 35.240.60

English version

**Electronic commerce - Shop presentation and transactions - Part 1:
Regulatory and self-regulatory requirements**

This CEN Workshop Agreement has been drafted and approved by a Workshop of representatives of interested parties, the constitution of which is indicated in the foreword of this Workshop Agreement.

The formal process followed by the Workshop in the development of this Workshop Agreement has been endorsed by the National Members of CEN but neither the National Members of CEN nor the CEN Management Centre can be held accountable for the technical content of this CEN Workshop Agreement or possible conflicts with standards or legislation.

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Foreword

This CEN Workshop Agreement has been drafted and approved by a Workshop of representatives of interested parties, the constitution of which was supported by CEN following the public call for participation made on 2001-09-21.

A list of the individuals and organizations which supported the technical consensus represented by the CEN Workshop Agreement is available to purchasers from the CEN Management Centre.

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The final review/endorsement round for this CWA was started on 2003-03-27 and was successfully closed on 2003-08-26. The final text of this CWA was submitted to CEN for publication on 2003-09-19.

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Comments or suggestions from the users of the CEN Workshop Agreement are welcome and should be addressed to the CEN Management Centre.

CWA 14842 consists of the following parts, under the general title *Electronic commerce — Shop presentation and transactions* —

- *Part 1: Regulatory and self-regulatory requirements*
- *Part 2: Business process requirements*
- *Part 3: ICT security requirements*

In the preparation of CWA 14842, this Workshop has liaised with other current standardization groups such as:

- The European Electronic Signature Standardization Initiative (EESSI)
- The CEN/ISSS Workshop on Electronic Commerce (WS/e-commerce)
- The Initiative for Privacy Standardization in Europe (IPSE)
- ISO COPOLCO

CWA 14842-1:2003 (E)

Introduction

This workshop agreement is intended to facilitate the setting up and implementation of new sales channels in the information society.

By postulating high quality requirements for an online presence, the intention is to create and strengthen the awareness of online suppliers of their responsibility in online commerce. **The consumer** of online services will acquire certainty that his **rights as a purchaser, consumer and private individual** are fully protected if the minimum principles set out here are **respected**.

This workshop agreement serves as a checklist for the **online supplier** to determine the proper structure and procedure of his online operation. Information on, and verification of compliance with the stated requirements is an integral part of any **serious preparation** of the online presence and hence of **risk management** in conjunction with the planned or operational online presence.

The agreement summarizes the regulatory and self-regulatory requirements in e-commerce. These requirements are presented following a model related to the phases of a market transaction in online commerce, namely

- Information Phase (Phase 1)
- Pre-Contractual Phase (Phase 2)
- Contract Formation Phase (Phase 3)
- Processing Phase (Phase 4)
- Implementation Phase (Phase 5)
- Common Trust Features in all Phases

These criteria are based on EU regulations (directives) as listed in Annex B,

International and national guidelines and codes as well as trust initiatives as listed in Annex C were referenced. Criteria covering all phases of market transactions, like those based on laws on data protection or the law on fair trading, were added to the phase-related criteria.

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