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ICC publishes model online business-to-consumer (B2C) conditions of sale for new online sellers

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**With more and more businesses turning to online sales in the age of COVID-19, the International Chamber of Commerce (ICC) has published a set of model online business-to-consumer (B2C) conditions of sale, to be adapted by sellers for use on their consumer-facing websites.**

As a result of the economic and health consequences associated with COVID-19, goods are increasingly being sold online to consumers. At the same time, many businesses are shifting their operations virtually to comply with social distancing measures aimed at reducing the spread of the virus. This expansion of online sales and workspaces has led many businesses, especially -micro, -small, and -medium sized enterprises (MSMEs), to adopt new tools, processes, and procedures, to continue their operations virtually.

In recognition of the growth of online sales, ICC has published a set of **model online B2C sale conditions** (<https://2go.iccwbo.org/explore-our-products/books/model-contracts.html>) for businesses to use as a blueprint for their own respective online B2C conditions of sale. These model sale conditions are to be used as a starting point for businesses interested in selling their goods online to consumers and must be adapted to comply with the law in the customers' countries.

Businesses that sell their products online must comply with a range of local consumer protection and other rules that vary depending on where customers are located and the kinds of goods being sold, and thus it is essential that companies collaborate with a legal advisor to adapt the ICC model online B2C sale conditions to comply with relevant local requirements.

ICC has a long-established history of providing concrete and trustworthy tools for businesses, such as model contracts and clauses to ensure a sound legal basis for international contracts. ICC model contracts provide guidance on a wide range of areas related to international commercial law, including force majeure, confidentiality, and international B2B sales.

Download the **ICC Model Online B2C General Conditions of Sale** (<https://2go.iccwbo.org/2020-icc-model-online-b2c-general-conditions-of-sale-free-pdf.html>) and **ICC Model Online B2C Annexes now** (<https://2go.iccwbo.org/2020-icc-model-online-b2c-annexe-free-pdf.html>).

Visit **ICC Knowledge 2 GO** (<https://2go.iccwbo.org/explore-our-products/books/model-contracts.html>) to browse our full range of offerings.

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