

Govt tracks e-commerce operators' real names

The government will implement new policies today to obtain the information of entrepreneurs operating businesses online in an effort to prevent fraud.

The State Administration for Industry and Commerce released a draft regulation to solicit public opinion in April, and publicized the regulations on June 1 on its website, providing its execution date of July 1.

All the personal information—real names, contact numbers, and addresses—of people applying to open online stores is required when registering with the e-commerce agents, said the regulations.

During the two months, Internet users debated via various online polls, with most of them supporting the regulation.

The public has generally welcomed this move, as online money making schemes continue to bam-boozle more and more people.

But some people still worry about the retailers' increasing costs.

"This measure will prevent online trading fraud and supervise online retailers to improve their services," said Li Ming, a 25-year-old editor who does a lot of online shopping.

"But what I am concerned about is once the license fees about registering with real names are imposed on the sellers, the price of the stuff they sell may go up," she said.

"The only reason I go online to buy is cheaper prices."

Over half of Internet users expect that this regulation is a forerunner taxes on online transactions, according to the data filed with the public opinion research institute with Communications University of China.

"If the taxes are imposed, the operating costs for online retailers on websites like taobao.com will rise," said Chen Shousong, an analyst with Analysys International.

"But the taxes imposed on the online transactions will possibly be lighter than those offline deals," he said.

The official regulations, however, make no mention of taxes.

China has nearly 88 million online shoppers, a 38.9 percent increase over the previous year, according to the data filed with China Internet Network Information Center. The online transaction volume in the first half of the year reached 119.50 billion yuan (\$17.50 billion).

Source: Global Times

(Editor: 黄硕)