

Provisions on the Administration of Internet User Public Account Information Services of the PRC

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Unofficial English translation prepared for reference only. The official Chinese text prevails.

Contents

Table of Contents	1
Chapter I — General Provisions	1
Chapter II — Administration of Services	2
Chapter III — Obligations of Providers	2
Chapter IV — Obligations of Platforms	2
Chapter V — Supervision and Administration	3
Chapter VI — Supplementary Provisions	3

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Table of Contents

- Chapter I — General Provisions
- Chapter II — Administration of Services
- Chapter III — Obligations of Providers
- Chapter IV — Obligations of Platforms
- Chapter V — Supervision and Administration
- Chapter VI — Supplementary Provisions

Chapter I — General Provisions

Article 1 — These Provisions are formulated in accordance with the Cybersecurity Law of the People's Republic of China, the Measures on the Administration of Internet Information Services, and other laws and regulations, for the purpose of regulating Internet user public account information services, safeguarding national security and the public interest, protecting the lawful rights and interests of citizens, legal persons, and other organizations, and promoting the healthy and orderly development of Internet user public account information services.

Article 2 — These Provisions apply to the provision of Internet user public account information services within the territory of the People's Republic of China. The term "Internet user public account information services" as used in these Provisions refers to activities by which Internet users register and operate public accounts on Internet information service platforms to publish information content to the public through the internet. The term "Internet user public account information service providers" as used in these Provisions

refers to entities that provide services enabling users to register and operate public accounts on their platforms. The term "Internet user public account information service users" as used in these Provisions refers to entities or individuals that register and operate public accounts.

Article 3 — The provision of Internet user public account information services shall adhere to the correct orientation, safeguard national security and the public interest, protect the lawful rights and interests of citizens, legal persons, and other organizations, and promote the healthy and orderly development of Internet user public account information services.

Chapter II — Administration of Services

Article 4 — Internet user public account information service providers shall obtain the relevant qualifications in accordance with laws and regulations. Where public accounts provide Internet news information services, the relevant qualifications shall be obtained in accordance with law, and services shall be carried out within the scope of the license.

Article 5 — Internet user public account information service providers shall implement a real-name identity authentication system for users. They shall, in accordance with the principles of background real-name and front-stage voluntary disclosure, authenticate the identity information of registered users based on real-name information such as resident identity cards and organization code certificates. For public accounts of institutions, they shall also verify registration information such as the business license of the institution.

Article 6 — Internet user public account information service providers shall implement classified and graded management of public accounts, establishing management systems for content review, daily inspections, and emergency response. For public accounts with strong media attributes and large numbers of followers, they shall implement stricter management.

Chapter III — Obligations of Providers

Article 7 — Internet user public account information service providers shall assume the main responsibility for content security management, shall be equipped with professionals appropriate to the scale of their services and shall possess the corresponding technical capacity, and shall establish and improve management systems in various areas.

Article 8 — Internet user public account information service providers shall enter into service agreements with users, clarifying the rights and obligations of both parties and the rules for the handling of account information content.

Article 9 — Internet user public account information service providers shall establish and improve a credit rating management system for public account users, implement graded and classified management of public account users, and take corresponding management measures against users whose credit ratings are low.

Article 10 — Internet user public account information service providers shall set up convenient channels for complaints and reports, promptly accept and handle complaints and reports from the public, and provide necessary information and technical support.

Article 11 — Internet user public account information service providers shall establish a blacklist management system for public account users, and shall take measures such as warnings, restriction of functions, suspension of updates, and closure of accounts against users who disseminate prohibited information content.

Chapter IV — Obligations of Platforms

Article 12 — Internet user public account information service providers shall not produce, reproduce, publish, or disseminate information and content prohibited by laws and regulations. Where they discover that

information content prohibited by laws and regulations exists in public accounts, they shall take measures such as immediately stopping the transmission of such information and eliminating it, preserving relevant records, and reporting to the relevant competent authority.

Article 13 — Internet user public account information service providers shall strengthen the protection of users' personal information, shall not sell, illegally provide, or disclose users' personal information to others without authorization, and shall establish an emergency response mechanism for user information protection.

Article 14 — Internet user public account information service providers shall cooperate with relevant departments in supervision and inspection in accordance with law and provide necessary technical, data, and other support and assistance.

Chapter V — Supervision and Administration

Article 15 — Cyberspace administrations at all levels shall establish a daily supervision and inspection mechanism, strengthen guidance and law enforcement for Internet user public account information service providers, and urge Internet user public account information service providers to fulfill their primary responsibilities.

Article 16 — Where Internet user public account information service providers and users violate these Provisions, the cyberspace administrations shall, in accordance with law, issue warnings, order corrections within a prescribed time limit, and impose other administrative penalties in accordance with relevant laws and administrative regulations. Where a crime is constituted, criminal liability shall be pursued in accordance with law.

Chapter VI — Supplementary Provisions

Article 17 — The Cyberspace Administration of China shall be responsible for the interpretation of these Provisions.

Article 18 — These Provisions shall come into force on October 8, 2017. The Provisions on the Administration of Internet User Public Account Information Services issued on September 7, 2017 shall be repealed simultaneously.

Disclaimer: This English translation is provided for reference purposes only. While every effort has been made to ensure accuracy, the original Chinese text of the Provisions on the Administration of Internet User Public Account Information Services (2017, Revised 2021) shall prevail in all legal matters. For matters requiring legal interpretation or application, readers are advised to consult the official Chinese text and seek professional legal advice. Dan Young Business Consultancy makes no warranty as to the accuracy or completeness of this translation and accepts no liability for any reliance placed upon it.