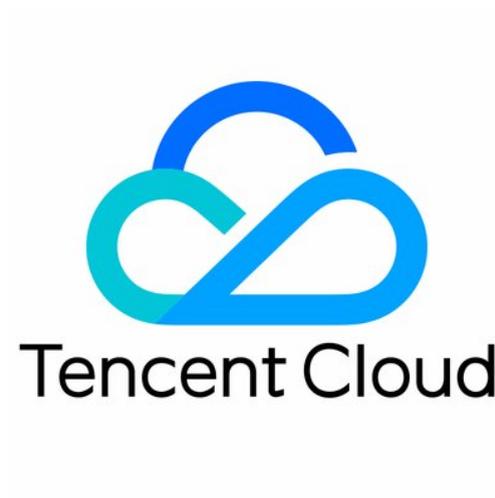


Tencent Reassurance Platform

FAQs



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Related to anti-counterfeiting and traceability

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Does it support self-definition?

Code rule supports self-definition.

How to define and configure the code rule?

You can pre-set several code segments in the system (e.g., date code segment, serial number segment, etc.). Later, you can combine these code segments to form the required code rules.

How to conduct on-chain verification for traceability information?

After integrating the Blockchain Service, once various traceability phases (such as Data Ingestion, Outbound, Dealer Signature, etc.) are activated, relevant interfaces will be called to upload the traceability information on-chain. In mini-programs or other Query Phases, the blockchain transaction information interface will be called to query specific Transaction Information on the blockchain.

How long does it generally take to integrate Production Line and various traceability phases?

The docking time varies for different projects. It depends on whether the enterprise has customized requirements. The docking time is directly related to the number of customized requirements.

What are the specific procedures and processes for docking the production line and each traceability link?

Code assignment process generates association relationships->Platform generates inbound records->Synchronizes ERP delivery tasks->Scanning for delivery initiates "code list association"->Distributor warehouse scanning operations->Store arrival and receipt scanning operations.

What are the advantages of the traceability capabilities of the Secure Platform?

- In terms of traceability, we have traceability cases for large enterprises covering the whole industry chain, capable of handling various complex business requirements.
- Integrate traceability with blockchain to improve data immutability.
- Ability to prevent phishing websites and identify counterfeit black market traceability pages.

What results have been achieved using traceability capabilities?

- Able to promptly detect counterfeiting behavior, thereby fundamentally eliminating such actions.
- Able to collect real-time, accurate business data from all aspects of the supply chain, enabling delicate management of each stage.
- Able to accurately understand product coverage rate, reach rate, SKU distribution, flow direction, flow, and flow speed information.
- Able to conduct precision marketing based on supply chain data, increasing product sales volume.
- Able to prevent various leakage and misuse during terminal marketing activities, ensuring the safe use of marketing expenses.
- Able to effectively enhance the product sales capability of terminal stores.

Website Protection Related

Last updated: 2024-11-29 14:18:04

What does the platform base on to identify phishing websites in How It Works?

TRP, based on Artificial Intelligence and Big Data Technology, builds a Traffic Anti-Brushing Model and establishes a Website Security Protection System.

What protective measures are there after identifying a phishing site?

During the protection period of the client's official website, TRP identified related phishing and counterfeit websites. After client identification, it assisted the client with offline application.

What are the advantages of TRP's website protection capability?

Tencent leverages multiple security laboratories and a mobile security expert team with extensive industry experience, combined with 20 years of Tencent's experience in combating cybercrime, to empower industry brands in fraud prevention, risk identification, maintaining brand public image, and service reputation in areas such as website verification and business security.

Can the platform's capabilities be exploited by black markets for protecting counterfeit and phishing websites?

TRP requires brands applying for website protection to upload relevant enterprise qualifications such as business licenses and trademark certifications. The website protection process only starts after these documents pass the audit process, preventing illegal use by the black market.

Enterprise Operating Qualifications Requirements

Last updated: 2024-11-29 14:18:29

Enterprise customers applying to purchase and use TRP need to refer to the following enterprise operating qualifications requirements. Submit the corresponding materials through the Assurance Platform Management Backend for audit. Purchase and use can be completed only after the Assurance Platform audit is passed.

If the industry and business operations of the enterprise involve categories not covered in this document, sensitive categories, or if there are local special provisions or other special requirements (subject to the evaluation and audit of the Assurance Platform), the Assurance Platform will conduct additional special audits and evaluations, and the enterprise needs to cooperate by providing relevant materials.

All qualification documents need to provide scanned originals or photocopies (with the corporate seal). Provide a copy of the legal representative's ID card (the copy needs to include the legal person's signature). The products sold must be within the permitted range of qualifications, all qualifications must be within the validity period, and the enterprise must ensure the qualifications remain valid during the use of the Assurance Platform.

Primary Category	Secondary Category	Qualification Requirements
Food	Primary Agricultural Products	None
	Fresh Fruits and Vegetables	<ol style="list-style-type: none"> 1. Please provide a <Food Business License> or a <Food Production License> or a <Border Port Health License> 2. For the sale of prepackaged food only, provide the <Prepackaged Food Filing Certificate> or <Business License> (the business scope must include prepackaged food) 3. Imported goods must submit the <Entry-exit Inspection and Quarantine Certificate> or <Entry-exit Inspection and Quarantine Sanitary Certificate>

Snacks	<ol style="list-style-type: none"> 1. Please provide a <Food Business License> or a <Food Production License> or a <Border Port Health License> 2. For the sale of prepackaged food only, provide the <Prepackaged Food Filing Certificate> or <Business License> (the business scope must include prepackaged food) 3. Imported goods must submit the <Entry–exit Inspection and Quarantine Certificate> or <Entry–exit Inspection and Quarantine Sanitary Certificate>
Tea and Alcoholic Beverages	<ol style="list-style-type: none"> 1. Please provide a <Food Business License> or a <Food Production License> or a <Border Port Health License> 2. For the sale of prepackaged food only, provide the <Prepackaged Food Filing Certificate> or <Business License> (the business scope must include prepackaged food) 3. Imported goods must submit the <Entry–exit Inspection and Quarantine Certificate> or <Entry–exit Inspection and Quarantine Sanitary Certificate>
General Food	<ol style="list-style-type: none"> 1. Please provide a <Food Business License> or a <Food Production License> or a <Border Port Health License> 2. For the sale of prepackaged food only, provide the <Prepackaged Food Filing Certificate> or <Business License> (the business scope must include prepackaged food) 3. Imported goods must submit the <Entry–exit Inspection and Quarantine Certificate> or <Entry–exit Inspection and Quarantine Sanitary Certificate>
Grains, Oils, Rice, Flour	<ol style="list-style-type: none"> 1. For businesses not selling salt, provide the <Food Business License> or <Food Production License> 2. For businesses selling salt, provide the following qualification materials: <ol style="list-style-type: none"> (1) <Designated Production Enterprise Certificate for Salt>, <Food Business License>, or <Food Production License> (2) <Designated Wholesale Enterprise Certificate for Salt> or <Salt Wholesale License [including transfer (substitute) wholesale]>
Poultry, Meat, Eggs	<ol style="list-style-type: none"> 1. Domestic goods must provide: <Animal Epidemic Prevention Qualification Certificate>, <Quarantine Qualification Certificate> 2. Imported goods must provide: <Entry–exit Inspection and Quarantine Certificate> or <Entry–exit Inspection and Quarantine Sanitary Certificate>

	Ready-to-cook Meals/Semi-finished Dishes	Provide the <Food Production License>, <Food Business License>, or <Prepackaged Food Sales Filing Certificate>
Tonic Health Products	Nutritive Supplements (Only General Food)	Please provide a <Food Business License> or <Food Production License>
	Health Food	<ol style="list-style-type: none"> 1. Please provide a <Food Business License> that includes health food sales, or a <Health Food Production Enterprise Hygiene License>, or a <Health Food GMP Certificate> 2. Health food that requires registration by law needs to provide a <Health Food Registration Certificate> 3. Health foods that require filing by law must provide Health Food Filing Information, Imported Health Food Filing. For health food production, also provide a <Food Production License>
Medical Health	Medical Devices	<ol style="list-style-type: none"> 1. For Class I medical devices, please provide a Business License with the scope of business including this category 2. For Class II medical devices, please provide a <Class II Medical Device Filing Certificate> and a <Medical Device Online Sales Filing Certificate>. For the production of Class II medical devices, please submit a <Medical Device Production License> 3. For Class III medical devices, please provide a <Medical Device Business License> and a <Medical Device Online Sales Filing Certificate>. For the production of Class III medical devices, please submit a <Medical Device Production License> 4. If engaged in online sales of medical devices, the business license, filing status, and the registration or filing status of the medical devices being sold need to be reviewed. For self-built websites, the <Internet Information Service Value-Added Telecommunication Business License (ICP License)>, <Internet Drug Information Service Qualification Certificate>, and <Online Data Processing and Transaction Processing Value-Added Telecommunication Business License (EDI License)> (if involving online transactions) must be provided 5. Internet display information, if classified as an advertisement, requires the <Medical Device Advertising Approval Number>; if

		classified as a product display page, a prominent position must provide the <Medical Device Production and Operation License> or <Medical Device Registration Certificate> or the filing certificate, and the number should be displayed in text form
	Over-the-Counter Drugs	<ol style="list-style-type: none"> 1. Provide the <Drug Business License> and <Pharmacist Practice Permit/Registration Certificate>, <Drug Registration Certificate> 2. Those engaged in drug production activities need to provide the <Drug Production License> 3. Those engaged in drug retail need to provide the <Drug Business License> and also need to verify the business category and provide a <Business License> containing the specific business scope
	Prescription Drugs	<ol style="list-style-type: none"> 1. Provide the <Drug Business License> and <Pharmacist Practice Permit/Registration Certificate>, <Drug Registration Certificate> 2. Those engaged in drug production activities need to provide the <Drug Production License> 3. Those engaged in drug retail need to provide the <Drug Business License> and also need to verify the business category and provide a <Business License> containing the specific business scope 4. Enterprises engaged in online drug sales must continuously display their drug production or business license information prominently on their main business page
	Traditional Chinese Medicine Pieces	Provide the <Drug Business License> and <Pharmacist Practice Permit/Registration Certificate>
Publications	Books/Newspapers/Periodicals/Books/Audio-Visual Products/Electronic Publications	Please provide the <Publication Business License>

