

Dear Sirs,

I am a member of BSI's Consumer and Public Interest Network and have been involved with the development of BSI ISO 21800 - "Guidance for organisations to increase consumer understanding of online terms and conditions". The [following link](#) takes you to a BSI press statement regarding this recently published ISO. The development of this standard was strongly influenced by the UK Government's 2019 guidance Improving consumer understanding of contractual terms and privacy policies: evidence-based actions for businesses.

I wonder whether reference to this ISO could be included in the revised version of your unfair terms guidance. The standard does not deal with issues of fairness but offers guidance to businesses on how they can make their terms more accessible and transparent. Effectively suggesting ways that can encourage consumers to actually read the terms and conditions, rather than simply ticking the box to say they have done so. This could be referenced in your section regarding transparency.

I am happy to discuss this in more detail or you can speak to BSI's Consumer Policy Team, who have been copied into this message.