

Business Advice Fact Sheet

Essential Information for Business Success

Trader Checklist - Is your Website compliant?

General requirements for all websites

If you have a website for your business, it does not matter whether or not you sell anything from it, certain information is legally required. Check that the following is on your website:

- Your business name which is your registered name if you are a company
- Geographical address (registered address if you are a company including the registered number and part of the UK in which company is registered).
- Contact details, including email address. If you operate a premium telephone number, the rate must be prominent, clearly visible and nearby the number. You must not charge more than the basic rate for customer helpline numbers.
- Any trade registration/body number if applicable
- Details of any authorisation scheme you belong to.
- Details of whether you are part of a regulated profession (e.g. solicitor)
- VAT number
- If you indicate any prices for your goods or services, they must be inclusive of VAT and delivery.
- Privacy notice relating to how any data collected will be used
- Information on any cookies used



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If you sell your goods or contract your services online

In addition to the above general requirements, you must ensure the following is on your website and made available to the customer before they are bound by a contract:

- Main characteristics of the goods/services etc. including the total price and delivery charges, monthly costs if applicable and information about payment, delivery and performance.
- If you are acting on behalf of another trader, their identity and geographical address.
- If you have a separate address for consumer complaints, you must give this along with your complaint-handling policy.
- Details on how to correct errors, whether the contract will be filed and made available and any technical steps to follow to conclude the contract.
- Any terms & conditions must be fair and enforceable. They must be made available in a way that allows the customer to store and reproduce them.
- Optional extras – these must not be covered by pre-ticked boxes
- Cancellation information – including the “model instructions for cancellation” provided by the Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013
- A statement which reminds consumers that the goods you sell must be in conformity with the contract.
- Information about any after-sales consumer services you offer.
- A link to a code of conduct if you are a member of such a code.
- Details of any duration attached to the contract (minimum, fixed or not fixed) and how the consumer can terminate it.
- Details of any deposits required
- Details of digital contact functionality
- Digital content compatibility information
- A link to the ODR platform for online dispute resolution <https://ec.europa.eu/odr> and any other alternative dispute resolution scheme you are subject to.

For further information for distance sales contracts please visit the Business Advice pages at www.businesscompanion.info/en/quick-guides/distance-sales/consumer-contracts-distance-sales

“This leaflet covers the information disclosure requirements in relation to fair trading matters. If your business supplies food or other products where information is required to be disclosed when selling online, you will also need to refer to that specific legislation.”

For more information or advice please telephone **0344 800 8020**

Alternatively you may email us at trading.standards@norfolk.gov.uk

Did you know that we have a wide range of information and advice for businesses on our website? Log onto www.norfolk.gov.uk/tradingstandards



If you need this advice sheet in large print, audio, Braille, alternative format or in a different language please contact the Customer Service Centre on 0344 800 8020 and we will do our best to help.