

## WEBSITE CHECKS – TO BE LEGAL!

When conducting websites checks I use a 31-point check list (very detailed) which includes:

<b>Privacy Policy</b>	A prominent “Privacy” tab tells your customers that you take the security of their personal information seriously. Noting over 25% of the working population have low literacy, the phrase “Privacy Notice” may be meaningless to many of your customers. A Pass requires a prominent tab on the homepage stating “How we use your information” OR “Privacy policy - How we use your information”.
<b>Prominent contact page?</b>	<p>Retaining just 5% of your customers can <b>increase profits 25-75%</b>. Great customer service is key to customer retention. There are legal requirements linked to being contactable and complaint handling</p> <p>Making it easy for your customers to contact you by their preferred channel (ie. phone, email/webform, live chat or post) is the first step towards great customer service.</p> <p>Best Practice (and a Pass) requires a prominent tab on the homepage titled ‘Contact’, ‘Help’, ‘Customer Service’ or similar wording which takes the consumer to a ‘Contact’ page.</p>
<b>Email address?</b>	<p>Publication of an email address is required. A webform MAY be permissible, but only if it provides “acceptable” functionality</p> <p>Good contractability is important for product enquiries and progressing complaints. It may also affect your conversion</p>
<b>Website builds customer trust?</b>	<p>Prominence of the following legally required information builds trust. Any new customer should find it easy to access the information. Trust is key to conversion online. Consumers say (<a href="#">Web Credibility Project Guidelines</a>) particular information gives them trust there’s a real business behind a “shiny website”.</p> <ul style="list-style-type: none"> <li>• name of legal entity</li> <li>• registered address (a Fail if address differs from your registered address)</li> <li>• Company number</li> </ul>
<b>Complaint handling policy</b>	<b>Maximise the “Gold Dust”</b> Most unhappy customers do not complain – many believe it will be time consuming and time wasted (their complaint will remain unresolved). Instead, they simply take their business elsewhere and/or leave negative reviews online.
<b>Consumer made aware of consumer rights?</b>	A failure to do so may give consumers one year <i>after</i> delivery/performance to cancel the contract for a full refund. Consumer cannot be required to take positive action e.g. click a tab or hyperlink, in order to see information about their cancellation rights.
<b>Are your Terms &amp; Conditions incorporated?</b> <b>Are they excessive or long winded?</b>	<p>T&amp;Cs are not necessary for most B2C transactions. Consider following in the footsteps of <a href="#">Bradford Exchange</a> and <a href="#">Lakeland</a> by cutting back on unnecessary legalese. When things go wrong, consumer law</p> <ol style="list-style-type: none"> <li>1. specifies consumers’ rights, which cannot be restricted by contract terms</li> <li>2. protects the business – you are only liable for reasonable and foreseeable losses.</li> </ol> <p>Terms in B2C contracts cannot change that liability.</p>
<b>Clear Pricing</b>	As it says!