

WHAT CAN YOU DO TODAY?

In an online environment, the space is open and accessible 24/7 and you don't necessarily get to check out your customers before they go to buy. The beauty of being online is that you get to set your own rules, within the context of the laws you choose to apply to your website.

With terms and conditions, you have the opportunity to set some of the 'house rules' around the way customers and visitors use your website. Don't just copy and paste terms and conditions. Unless you understand the legal terms you are copying and how they apply to you in your country, you could be completely exposing your business instead of protecting it.

1. THE BASICS

With terms and conditions, you have the opportunity to set some of the 'house rules' around the way customers and visitors use your website.

- Do you have a privacy policy?
- Do you have terms of use? These should cover the way casual visitors 'just browsing', can use your website.
- Do you have payment, shipping and refund terms if you are selling products or services through your website?
- Do you have terms and conditions that cover the behaviour of subscribers or members of your website?

2. CREDIBILITY

If you are a professional and legitimate business, what is stopping you from including your full identity, address, contact details and certified credentials on your website? It adds to your credibility.

- Is your full business name, address and relevant contact details easily found on your website? If you are an Australian business, this should include your ABN or ACN.
- If you are in a regulated industry, do you have your credentials on your website? eg. Financial services licence details
- Do you display badges to show you use SSL protection?

3. ESSENTIAL TERMS

There are some key terms you would normally expect to see included in terms of use. It is a good idea to have your terms and conditions designed for your business.

- Have you nominated your local law as your Governing Law?
- Do you have a statement that you can block access to your website to people who do not comply with your terms and conditions?
- Do you have a copyright licence to let people know what they can do with your material.
- Make sure you have read and understand all your terms and conditions.

