www.businessforbeginners.uk

How to Keep Your Website Legal

01

Update Your Knowledge Today

Business for Beginners will show you how to ensure your website is always legal

Website Law

How to ensure your website is legal and complies with all regulations.

Whether you are setting up your new businesss, or have an established enterprise, you need to ensure you have a strong presence online.

There is now a range of legislation that impacts on websites that your business must comply with.

In this guide you will find all the information you need to ensure every aspect of your business's website meets the requirements of each piece of legislation and fully complies with all regulations.

It is vital that you pay attention to this part of your business to avoid costly fines and other liabilities. Use the information in this guide to stay legal!

1 Protect Your Customers

The regulation that governs websites is designed to protect the consumer when they are using a business's online services. Data protection is now very important .

2 Reduce Your Liability

As your business interacts with customers via its website, this could open your business to a range of liabilities. Protecting your enterprise with the right legal documents is vital.

3 Safe When Selling

E-commerce and now Mobile commerce continue to expand. Your website needs to comply with all the E-commerce regulations that have been evolving over the last few years.

WELCOME!

Dave Howell

Nexus Publishing

Thanks for signing up to our mailing list, and welcome to Business for Beginners. This free guide is aimed at all micro business owners like you. It gives you an introduction to the laws and regulations you need to know about keeping your website legal. Watch the website for new eBook Apps covering a range of subjects just for micro businesses.

UK Website regulations

01

Data Protection Act

If you hold and process information about your customers, employees or suppliers, you are legally obliged to protect that information. You Must:

- Only collect information that you need for a specific purpose.
- Keep it secure.
- Ensure it is relevant and up to date.
- Only hold as much as you need, and only for as long as you need it.
- Allow the subject of the information to see it on request.

02

E-Commerce Regulations

The E-Commerce Regulations cover how pricing, contacts, advertising and marketing are carried out via any electronic channels. You Must:

- Keep your customers informed about every aspect of their order.
- Have clear contact information.
- Clearly stated prices.
- Details about the right to cancel an order or return goods.
- What your payment and delivery terms are in your terms and conditions.

More detailed information can be obained from www.gov.uk.

If in doubt, always take legal advice.

03

Copyright

Your website contains images, video graphics and text. If you have not created these yourself, do you have permission to use this content? With copyright .You Must:

- Never copy any content from another website without express permission to do so.
- When using images, video or graphics, check the terms of use and licence.
- Check for copyright clearance when using images from Flickr.
- Make sure you understand the terms of any content using Creative Commons.

04

GDPR

General Data Protection Regulation (GDPR) expands and extends the Data Protection Act (DPA). The GDPR will apply in the UK from 25 May 2018. You Must:

- The GDPR applies to ‘controllers’ and ‘processors’. The definitions are broadly the same as under the DPA.
- The GDPR applies to processing carried out by organisations operating within the EU. It also applies to organisations
- outside the EU that offer goods or services to individuals in the EU.
- Detailed on-going guidance is available from the Information Commissioner’s
- Office.

05

Website Law in Focus

Understanding the key legal aspects of your business's website

Your website will interact with customers and also business partners. These relationship are all governed by a set of regulations your website must comply with. Failure to do so could see your business prosecuted and potentially fined. Your customers could also bring legal action if you have not fully protected them when using your website.

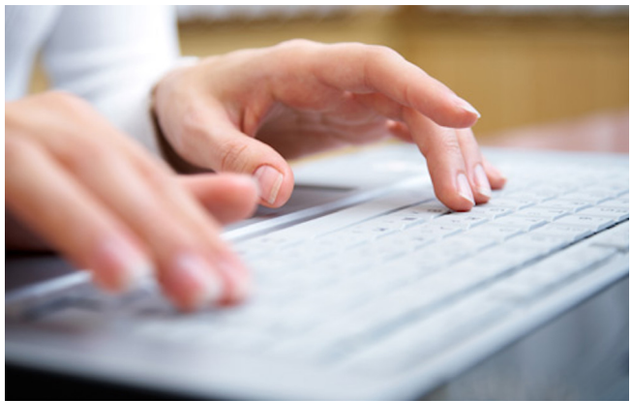
It can see complex when you look at the legal aspects of your website. Always think about how you need to protect the data, privacy and personal information of each customer to ensure your website fully complies with every regulation that applies.

WEBSITE COOKIES

The rules on cookies are covered by the Privacy and Electronic Communications Regulations. The Regulations were revised in 2011, and the ICO is responsible for enforcing these rules.

TERMS AND CONDITIONS

Your terms and conditions should lay out in detail the liabilities your business would honour and those it would not. Take legal advice as no two businesses operate the same.



DISCLAIMER

As your website could be used in different ways, your disclaimer should state you do not accept liability for any action taken based on the information contained on, or downloaded from your website.

SOCIAL MEDIA

Copyright, libel and invasions of privacy can also be potental hazards when using social media. Take care your business's networks fully comply with every regulation that applies to avoid any litigation.

There is detailed advice on how your business needs to manage cookies on the ICO website: **https://ico.org.uk/media/for-organisations/documents/1545/cookies_guidance.pdf**

E-Commerce and the law

WITH REPORTS CONSISTENTLY REVEALING WEBSITES ARE IN BREACH OF LEGAL REQUIREMENTS, CHECK YOUR SITE TODAY.

The Electronic Commerce (EC Directive) Regulations applies to your business if you sell from an online store, advertise your goods or services online, or market your goods or services via email campaigns.

Before an order is placed you must:

- Make it clear to customers they have to pay when they place an order (for
- example, a ‘pay now’ button).
- Display clearly how customers can pay and include delivery options and costs.
- List the steps involved in a customer
- placing an order.
- Take reasonable steps to let customers correct errors in their order.
- Let customers know what languages are available.
- Make sure customers can store and
- reproduce your terms and conditions, for example these can be downloaded and printed off
- Give your email address
- Give your VAT number (if your business is registered for VAT).

There are also additional rules about selling digital services online, and also further regulations if your business sells digital goods via downloads to other EU countries. You may also have to manage your VAT differently.

If you don’t follow the rules you could be made to provide the goods or services as agreed, pay compensation or be given an unlimited fine or a prison sentence.

With sales via mobile devices set to eclypse e-commerce as we know it today, it’s vital that your business meets all of its legal obligations. The law is now very clear. Ensure your business fully complies with all the regulations that apply.

This is not an exhaustive list of your responsibilities. Read the detailed advice at:
https://www.gov.uk/online-and-distance-selling-for-businesses/online-selling

Your E-Commerce Law Checklist

Display all company information

Company number, registered address, company name and ‘Limited’ must be shown on your website.

Accessibility regulations

At least priority 1 and 2 of the W3C access guidelines should be met where possible. If you can go further than this all the better.

Keep customer payment details safe

The Payment Card Industry Data Security Standard (PCI DSS) should be fully adhered to.

Comply with anti-spam regulations

To avoid spam and to meet emails guidelines always ask customers to opt in to your mailing lists.

HANDS ON

01.

Your website must be accessible by everyone as stated in the Equality Act 2010. This includes anyone with a physical disability.

02.

Test your site regulary to ensure full accessibility. Tools including WAVE, Tenon and HTML Sniffer can automate this process for you.

03.

Websites need to be designed to WCAG 2.0 to level AA. The W3C website gives detailed advice about to design to this level.

04.

Always test your site with real users where possible. They will be able to highlight where your site design needs more work.

05.

Your website must operate fully on all devices includind smartphones. Pay attention to text, images and colour.

06.

Touch-based devices also need to have content that can be read by anyone with a disabiity. Think about how responsive design and accessibility fit together when designing your website.

Legal Website Design

CONTACTS AND RESOURCES

- The Information Commissioner's Office
  https://ico.org.uk/
  0303 123 1113

- The Intelectual Property Office
  http://ipo.gov.uk
  0300 300 2000

- The World Wide Web Consortium (W3C)
  https://www.w3.org

- Consumer Rights
  https://www.gov.uk/consumer-protection-rights

- Advertising Standards Authority
  https://www.asa.org.uk
  020 7492 2222

- Creative Commons
  https://creativecommons.org

- The Copyright Hub
  http://www.copyrighthub.co.uk

Nexus Publishing introduces Business for Beginners. A new eBook App series and website to support all small business owners

BUSINESS FOR BEGINNERS

According to a report from The RSA (Royal Society for the encouragement of Arts, Manufactures and Commerce), *"The UK's micro business population is booming. Defined as firms with 0-9 employees, there are now 5 million such businesses in the UK. The result is that micro businesses today account for 33% of private sector employment and 19% of total output."*

Over the years I have published several books for the small business community, but none of these spoke directly to the micro business owners like me. This is why I decided that a new series of eBook Apps would be an ideal platform to offer timely and practical advice to the growing group of micro business owners.

Why eBook Apps? I didn't just want to publish yet another eBook on Amazon. The eBook format is limiting. Apps however, offer vast amounts of versatility when it comes to presenting the information I want to give to you in each eBook App. Using apps means you always have the information at your fingertips, as the apps are on your phone or tablet.

Each of the eBook Apps in the **Business for Beginners** series is self-contained, but they do form a series, which teach a number of essential skills. As a micro business owner myself, I know the pressure points micro businesses are feeling right now, and will feel in the future. The eBook Apps in the series are there to help with practical information everyone can act on today.

I hope that the eBook Apps I have created are useful and insightful and offer the information and support all micro businesses need.

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Business for Beginners: Setting Up Your Business

The first book in The Business for Beginners series is the perfect companion to help new businesses ensure they have properly set up their business. The eBook App contains masses of information including:

- **How to choose the right business structure.**
- **How to make sure your business complies with all the relevant regulations.**
- **Checklists and step-by-steps give practical hands-on actions to take.**
- **How to set up your accounts to make tax a breeze.**
- **Learn which insurances you must have and which ones you can choose to buy.**
- **How to make sure your online business is set up correctly and legally.**

The Business for Beginners: Setting Up Your Business is packed with video, audio, infographics, interactive checklists and presentations to deliver unique content that every micro business owner can always have at their fingertips.

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