



E-commerce small print

To show you are a trust worthy company online, you need to provide your potential customers with as much information as you can to reassure them that they will receive the goods.

The following pages should be easily available on your website:

Privacy Policy

A privacy policy refers to information that you collect from the customer. You need to inform them about your company's policy regarding passing on their data to other companies. You also need to assure them that the data is collected and stored securely.

Delivery

Many people will view your delivery page as delivery costs make such a difference to buying online. Users always want to know information about when they can expect delivery, what happens if it doesn't arrive in the time and what delivery options and systems you use.

Terms & Conditions

You need to explain your Regulations for returns and cancellations along with information regarding how you deal with complaints.

Terms of use

This page refers to the expectations you have of your customers. It should explain that they must ensure information they provide about themselves is correct and they must also agree to not hack the site!

Remember, always have your full contact details easily available (not simply a contact form), many users email or call to double check information before placing an order.