



Selling on the Net

This is a checklist for businesses within the United Kingdom, wishing to adopt best practice when designing web pages which promote the sale of goods and services on the Net. If you would like any further or more specific information concerning the advertising and selling of goods and services on the internet not covered in this leaflet, please contact your local Trading Standards service at <http://www.tradingstandards.gov.uk>

CONSUMER PROTECTION (DISTANCE SELLING) REGULATIONS 2000

Key features of the Regulations:

- the consumer must be given clear information about the goods or services offered.
- after making a purchase the consumer must be sent confirmation.
- consumer has a cooling-off period of seven working days.

By complying with the Regulations and providing the following information in a clear and comprehensible manner, not only are you encouraging the confidence of consumers, you are enhancing the quality of their on-line shopping experience.

This is what you should have on your Website:

- Full company details - name, a UK address, e-mail address, phone /facsimile number.
- Full terms & conditions which are readily accessible, fair and meaningful.
- A description of the goods or services being sold.
- Pricing information - fully inclusive of any delivery charges i.e. taxes, excise duty etc.
- Details of stages involved in the ordering process including any costs involved in distance communication.



- Information about the availability, delivery and despatch of goods.
- A clear complaints procedure & policy on returning goods.
- Information about withdrawal / cancellation rights.
- A statement that the UK law is the applicable law.
- A statement indicating that when buying goods and services on the internet, you are entering a legally binding contract.
- A data protection statement.
- A privacy policy & information about security issues.
- A cookie* (unique identifier) policy.
- An opt-out box for unsolicited e-mail.

* a cookie is a piece of information that is placed on your computer which enables web sites to remember information about the choices you make when you visit their sites in future.

If you intend to sell on line you should also read our leaflet on the [E-commerce Regulations](#).

Further information can be found by contacting you local trading standards department at <http://www.tradingstandards.gov.uk>