

WEBSITE T&C'S – WHY BOTHER?

You have a business, and you advertise or sell your goods and services online. But do you have terms and conditions?

You might think no one reads all that boring small print anyway, so why bother. Plus getting a lawyer to draft terms is too expensive. You'd be surprised. Without clear rules of use you open yourself up to a host of problems that will cost you down the track.

If you deal in eCommerce - where your customers purchase your products or services from your website - then you're legally required to have compliant terms and conditions on your website that cover returns and guarantees.

And if you collect any personal information - like email addresses or credit card details - you must have a privacy policy stating how this information is used (or not used).

Terms can also protect your web content by confirming your copyright and trade marks. And it's always good to state which law governs your business. For instance, if you sell products overseas you want to make sure that the law of South Australia (and Australia) protects you, and that you only need to comply with the laws here (and not say, Egyptian law).

If your website provides advice, news or any information, then it's vital to have a disclaimer about errors and the accuracy of your information. This is important for all sites, even if you just have a page displaying information about your business. It's especially important if you have a high-risk businesses dealing with health, food, fitness, medical, or financial services. If you don't limit your liability, you'll be open to large claims against you if and when things go wrong.

So if you've got an online business, get a specialist lawyer to draft tailored terms and conditions. Don't assume one size fits all. You're a unique business with unique demands. A commercial lawyer will have a feel for your business and clients. They're familiar with all the things that can go wrong, because it's their job to protect you.

Finally, if you already have terms and conditions it's recommended to have them reviewed by a professional to ensure they're compliant with the latest laws.

Contact us for more information
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