



Check out the legal requirements for your own country. For instance:

UK: <https://www.gov.uk/running-a-limited-company/signs-stationery-and-promotional-material>

US: <http://legalzoom.com>

Canada: <https://www.canadabusiness.ca/eng/page/2764/>

Australia: <https://www.business.gov.au/Marketing/Marketing-and-advertising/Business-marketing>

Important & legal information

If your business is a registered limited company in the UK, for instance, then it is a legal requirement to display your company details. You are required to add the following on your website: your company's registered name; place of registration; company registration number; and registered office address.

This could be added as a footnote to your homepage, an addition on the “Contact us” or “About us” page, or within your terms of business.



If you are requesting visitors to surrender their personal details, then make sure you have a privacy policy on your website.

If your website collects user data (i.e. you may have a “Contact us” form, or an opt-in form where people need to leave their email address), you must display a privacy policy informing the user what the business does with the data and that it conforms to the Data Protection Act.



If your website is collecting cookies, it is a legal requirement in the UK to have a pop-up cookie policy.

If you are using Google Analytics or other visitor-analysis packages, or any type of CMS (content management system), the law in the UK requires you to retrieve consent from your visitors that it is OK for you to monitor and record their activity on your site, and a whole bunch of other information. Just having a small note about how you use cookies in your terms of business is not acceptable. You need a cookie policy pop-up that is visible immediately to the visitor as soon as they land on your website. This website is very helpful: <https://www.seqlegal.com/>

Check online before implementing any new procedures on your site, as these rules often change.