



What legals do I need for my online shop?

Do you sell your products online? Congratulations, but it is important to protect this vital business asset:

What key legal documents do you need?	→	Sales Terms and Conditions
	→	Website Terms of Use
	→	Privacy Policy

Would you like to know why? Have a read of our guide below:

Sales Terms and Conditions	
What are they?	Sales Terms and Conditions tell customers the terms for buying from you. Sales Terms and Conditions can be uploaded onto your website so that customers can read and agree to the terms before proceeding with any purchases. Too easy!
What do they cover?	A good set of Sales Terms and Conditions will cover 5 key aspects, as follows: <ol style="list-style-type: none">1. a description of the products and how they will be delivered to customers;2. payment terms;3. Australian Consumer Law mandatory consumer guarantees and your refund, repair and exchange policy;4. steps that will be taken to resolve a dispute to avoid going to court; and5. disclaimers and limitation of your liability to protect your interests.
Do I need to keep updating them?	Sales Terms and Conditions are drafted to apply to every customer who purchases from your online shop. Good Terms and Conditions can last you for many years.
Website Terms of Use	
Why do I need it?	We hope that customers flood your online store, post reviews everywhere and send their friends screenshots of your website! However you need to good Website Terms of Use to protect your website. Your Website Terms of Use apply to every website visitor. These govern the use of your website, address important matters such as copyright issues and set out permissible and prohibited uses of your website. We recommend putting a statement on your website footer stating "Use of this site indicates your acceptance of these terms of use" with a click-through link to the website terms of use.
Do you have intellectual property?	Your online shop will display your business's intellectual property such as your brand name, logos, slogans or designs. You should make sure that when anyone accesses your website, they will know that this intellectual property belongs to you and they cannot infringe on your intellectual property rights by altering or republishing your website content. Website Terms of Use includes a copyright notice to protect your words, images, lay-out and



	look and feel.
Privacy Policy	
<p>Do you collect and use personal information?</p> <p>You need a Privacy Policy</p>	<p>Do you collect personal information like names, email addresses, phone numbers etc? Do you use it for direct marketing or to pass on to any third party?</p> <p>Your Privacy Policy applies to each person that you collect personal information from. It sets out what personal information your business collects, how this information is used, and under what circumstances the information will be disclosed to third parties.</p> <p>Your Privacy Policy should comply with Australian Privacy Law, and should be easily accessible on your website, and available anywhere else you collect personal information. It show your customers that you respect and will protect their personal information.</p>
Do you advertise your online shop? Do you have testimonials?	
<p>We understand that you may want to shout out from the rooftops and tell everyone about your new online shop. And after all the hard work you would have put into launching the shop, why wouldn't you?</p> <p>However, there are laws that surround advertising which restrict spamming customers with promotional material. You need consent to send marketing emails, and an opt-out on each piece of marketing.</p> <p>All information on your site and social media, needs to be accurate. There are laws against misleading and deceptive conduct, including no false testimonials. It is important to save testimonials, so you can prove that they are real.</p>	
<p>LV Tip – add your copyright notice to help protect your work!</p>	<p>If you provide reports, images, film or other work, protect the drafts with your copyright notice.</p> <p>Your Terms and Conditions can say that the drafts belong to you, until the client pays in full.</p> <p>Copyright Notice: © [Creator name] [year] e.g. © LegalVision 2014</p>

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