

What Legals Do I Need for My Ecommerce Business?

(Checklist)



How Do You Monetise Your Ecommerce Business?

Sell Goods

Sell Goods Direct To Consumers

If you use a platform like Shopify you need your own T&Cs (the Shopify T&Cs protect them, not you!)

YOU NEED:

- Privacy Policy
- Website Disclaimer
- Terms & Conditions
- ▶ Your Ecommerce T&Cs need to include specific Australian Consumer Law terms



Sell Goods That Are Drop Shipped by Supplier

YOU NEED:

- Privacy Policy
- Website Disclaimer
- Terms & Conditions
- Manufacturer or Supplier Terms
- ▶ To ensure goods comply with Australian standards & Consumer Law warranties



Sell Services

Sell Services

YOU NEED:

- Privacy Policy
- Website Disclaimer
- Terms & Conditions
- Service Agreement
- ▶ For example, Coaching Services Agreement, Consulting Agreement, Graphic Design Agreement, Photography Contract, etc.



Sell Higher Risk Services (e.g. Health, Finance, Etc.)

YOU NEED:

- Privacy Policy
- Website Disclaimer
- Terms & Conditions
- Service Agreement
- Risk Disclaimer
- ▶ For example, Personal Training, Health Coaching, Business Advisory, Children/Minors, etc



Sell Memberships, Subscriptions or Licenses

Sell Memberships

For example, you sell membership to an online fitness program

YOU NEED:

- Privacy Policy
- Website Disclaimer
- Terms & Conditions
- Membership Terms



Sell Subscriptions

For example, you sell subscriptions to an online magazine

YOU NEED:

- Privacy Policy
- Website Disclaimer
- Terms & Conditions
- Subscription Terms



Sell Software Licenses

For example, you sell software or SaaS

YOU NEED:

- Privacy Policy
- Website Disclaimer
- Terms & Conditions
- Software License Agreement & EULA



Receive Advertiser Or Affiliate Revenue

Run a Classified Ads Website

For example, you charge listing fees so people can sell on your site

YOU NEED:

- Privacy Policy
- Website Disclaimer
- Terms & Conditions
- Classified Terms



Receive Advertiser Revenue

For example, advertisers pay you directly to place ads on your site

YOU NEED:

- Privacy Policy
- Website Disclaimer
- Terms & Conditions
- Advertiser Terms

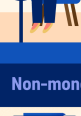


Receive Affiliate Revenue

For example, you recommend products and you receive commission/benefit

YOU NEED:

- Privacy Policy
- Website Disclaimer
- Terms & Conditions
- Affiliate Disclosure Statement



Non-monetised website

Blog

YOU NEED:

- Privacy Policy
- Blog Disclaimer
- ▶ Disclaimer for reliance on information published on your blog



Blog About Higher Risk Topics (e.g. Health, Finance, Etc.)

YOU NEED:

- Privacy Policy
- Blog Disclaimer
- Risk Disclaimer
- ▶ Disclaimer for Health, Medical, Financial Advice, etc.



Forum (incl. Facebook Groups)

YOU NEED:

- Privacy Policy
- Forum Rules
- ▶ Rules covering conduct, right to ban, not advice, etc.



Website With Contact Form

YOU NEED:

- Privacy Policy
- ▶ For collection of personal information (email, name, etc.)

