

Bird & Bird & e-compliance in the UK

Online audit & toolkit

Your website and e-commerce platforms are key customer engagement tools. They are a means of showcasing your brand and providing customers with a direct route to your products and/or services. Whether your online offering consists of a website that acts as a landing page or extends to a fully realised e-commerce offering, compliance is key.

Failing to comply can be extremely damaging to your business, ranging from fines to potential claims for breach of contract. Failure to be legally compliant could also have a detrimental impact on consumer trust in your brand - which can damage your reputation.

Step 1: Audit



As part of our tailored e-compliance service we can review your existing website and/or mobile application at a fixed cost for an overall assessment for compliance with:

- Consumer protection & distance selling legislation
- Information disclosure obligations
- Data protection and privacy legislation
- Financial services legislation

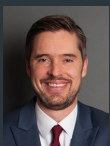
Step 2: Toolkit



Once we have reviewed your online offering, we can provide a bespoke fixed cost package of legal documents to enable your business to operate online in a legally compliant manner in your dealings with customers. If you already have some or all of the documents listed below, we can review and revise them as necessary to ensure that they are up-to-date and fully compliant:

- **Terms and Conditions of Sale:** This sets out the terms that will apply to sales made through your website and/or mobile app and will need to comply with a range of obligations imposed by consumer and distance selling legislation, such as the right of withdrawal. Additionally, this may include any required payment processing information.
- **Subscription Terms:** If you offer a digital content subscription service, this will provide information about the terms on which the subscription is offered. Like the Terms and Conditions of Sale your terms will need to comply with a range of obligations imposed by consumer and distance selling legislation, such as the right of withdrawal. Additionally, this may include any required payment processing information.
- **Privacy Policy:** This sets out the type of personal information you collect from your customers and how you use that information.
- **Website Terms of Use:** This tells visitors what they can and cannot do when using and/or accessing your website. You can also use this document to provide mandatory information about your company, such as your registered address and VAT number.
- **End User Licence Agreement:** If you have a mobile app, this document provides a similar function to the Website Terms of Use. It sets out what users can and cannot do when using and/or accessing your mobile app and can be used to provide mandatory information about your company.

Whether you are an established brand looking to refresh your online offering or a start up wanting to ensure that you enter the market with your best foot forward, we can help. It all starts with a conversation. Please do contact any of the team to find out more.



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