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**Website, e-mail and stationery small print**

**Checklist**

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| --- | --- |
| **Information needed on your website**\*\* Best put in the “About” or “Legal Notices” section | **Done ?****☺** |
| \*\* Business’ name, geographic address and other contact details including your email address |  |
| \*\* If your business is a limited company: * the company name e.g. “Lawyers are great Limited”
* the company number e.g. “Registration No. 12345”
* where it is registered e.g. “Registered in England & Wales”
* the registered office address. Note this may be different to your actual trading or correspondence address.
 |  |
| \*\* Details of any publicly available register in which you are entered, together with your registration number or equivalent e.g. “The Solicitors Regulation Authority SRA No.1234” |  |
| \*\* Details of any professional body with which you are registered  |  |
| \*\* Your VAT registration number, if applicable |  |
| If you display prices, they must include tax e.g. VAT(if aimed at consumers) and show the delivery costs that apply |  |
| If customers need to use a premium rate telephone number to contact you, the cost of each call e.g. “calls cost 30p/minute from a BT landline although cost of calls may vary depending on your network provider” |  |

**PLEASE NOTE:** The above table relates to the basic information obligations of those providing information on the internet. If you are planning to sell goods or services without meeting customers face to face, then additional information obligations apply under the Distance Selling Regulations. Please consult us for help on 020 8946 2355 or info@offtoseemylawyer.com



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| **Information needed on your e-mails and letterheads and invoices:** | **Done?****☺** |
| If your business is a limited company, you must state: * the company name e.g. “Lawyers are great Limited”
* the company number e.g. “Registration No. 12345”
* where it is registered e.g. “Registered in [England & Wales] or [Wales] or [Scotland] or [Northern Ireland]”
* the registered office address. Note this may be different to your actual trading or correspondence address
* and, if you wish, ALL the names of the directors (not just some of them!)
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| If you are a sole trader, you must state your:* Business name
* Business address and other contact details including your email address
 |  |
| Your VAT registration number, if applicable |  |
| **And if you are sending unsolicited marketing mails\*:** |  |
| The fact that it is marketing in the e-mail header |  |
| Give the recipient the option to unsubscribe in every e-mail. In the case of SMS messages, spell out how to do this e.g.”To unsubscribe send ‘STOP’ message to......” |  |
| The identity of the person sending the e-mail |  |
| If there is a promotional offer: the conditions that need to be met to take up the offer and how long the offer is valid for |  |

\*Note: be careful when you send unsolicited e-mails (which includes fax and SMS) or ’spam’. As a general rule, you can send them to customers only if the subject matter is linked to the products and services they have ordered or enquired about. If you ask your customers whether they want to receive marketing e-mails when they first register with you, make sure you don’t then send e-mails to those customers who have said no to them or ‘opted-out’. See The Privacy and Electronic Communications Regulations 2003 for detailed rules or go to [www.ico.gov.uk](http://www.ico.gov.uk)