



Unlimited Customizable
Legal Documents



Legal Solutions for Your Online Business

SHORT SUMMARY

Latest retail estimates predict that Australia's online retail sales **will rise by more than 13.5 % in 2016**, hitting upwards of \$10 billion. And while the eCommerce boom shows no signs of slowing down, it's important that your business understands the importance of a legal infrastructure behind your website.

BE CAREFUL

After spending hours and hours on creating your product and website, **the last thing you want is a lawsuit or a knock on the door from the Government..** In order to avoid potential legal and commercial disputes, it is absolutely crucial to create legal policies that are relevant to your website. By following these steps you'll go a long way to ensuring that your website is legally compliant and protected. Follow the steps below to ensure your website is **legally compliant and protected under Australian law.**





Create a Privacy Policy

The most common question we get asked from business owners is whether they need a **Privacy Policy** for their website. **We tell them it's pretty simple to figure out:** If your website gathers any sort of personal data (such as email addresses) then a Privacy Policy is a no-brainer. You are also obligated to do so under the Privacy Act 1988 (Cth).

A Privacy Policy is an ideal **first step to getting your website legally compliant**, and deals with points such as how personal information is collected, what it is used for and how it is stored and managed.

It's crucial that any website using Google Analytics for web measurement (there's over 10 million out there) **has a robust, local Privacy Policy, particularly if you use Google Analytics Advertising Features**. By enabling the Advertisement Features, you enable Google

Analytics to collect data about your website traffic via Google advertising cookies and anonymous identifiers, in addition to data collected through a standard Google Analytics implementation. Google explicitly states in its terms of use that if you've enabled any Google Analytics Display features then you must notify your visitors of this in your privacy policy.

The Privacy Policy **must feature in the navigation of a website and be accessible from every page of the website**. Its inclusion on your website is a necessary safeguard to a potential breach of the Privacy Act 1988 (CTH), where companies may be liable to fines of up to \$1.7 million.