



Online

Guide to website compliance



# Guide to website compliance

To start taking payments online for your business, you'll need to ensure that your website is fully compliant with the website requirements contained in this guide. Please note these are mandatory rules for eCommerce customers and set out by the card schemes.

**Please be advised that the checklist is limited to card scheme requirements. Our approval of your website in this regard should not be relied upon by you as confirmation that your website is compliant with all Laws (as is required under your Terms of Service with Elavon). We would advise that you seek independent advice if you are unsure of the legal requirements that apply to an eCommerce website.**

# 1. Include business name

This is your “Doing Business As” (DBA) name, also known as trading name.


Your business name should be the same as that will appear on the cardholder’s statement.

# Shop Name

Description of goods and services

Country:

Currency: United Kingdom (£) GBP




## Special Offer whilst stocks last

# £35.99

save 25%


[add to basket](#)



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod

## £25.99


[add to basket](#)



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod

## £13.99

[add to basket](#)



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod

## £56.99

[add to basket](#)

Welcome Sam [edit profile](#)

Your basket value [edit basket](#)

Item One	1	£ 25.99
Item Two	2	£ 10.00
Item Three	1	£ 20.00
Goods total		£ 55.99

Delivery options

- 4-10 day delivery £ 0.00
- 3-5 day first class post £ 3.00
- Next day secure £ 5.00

Total £ 55.99

click to accept all terms and conditions and statement regarding security controls used to protect customer's personal information or data.

[Confirm & checkout](#)

### Company information

Shop Name, 104 Main Street  
London, WE1 3FX, United Kingdom

Company Registration no: 123456789  
VAT Registered: GB 123 456789 00

### Contact information

Enquiries: +44(0)1812647141  
[enquiries@shopname.co.uk](mailto:enquiries@shopname.co.uk)

Customer service: +44(0)1812647141  
[customerservice@shopname.co.uk](mailto:customerservice@shopname.co.uk)

### Terms and conditions

[Returns & refunds policy](#)  
[Cancellation policy](#)  
[Delivery policy](#)  
[Privacy policy](#)

## 2. Include contact information






Display customer service contact information including email address or phone number.

In Europe if you deliver goods or services outside of your country, both a local and an internationally accessible telephone number is required.


If your business is in the UK and sells goods and services abroad, the international dialling code must be displayed next to the business contact number e.g. 020 3667 2312 should be displayed as +44 203 6672 312.

# Shop Name


Description of goods and services

Country:     


Currency: United Kingdom (£) GBP



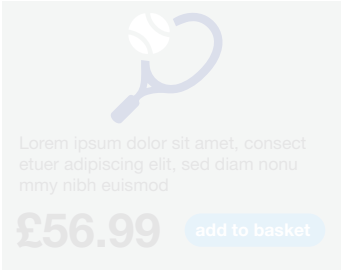
Special Offer whilst stocks last  
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£25.99 [add to basket](#)



£13.99 [add to basket](#)



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### 3. Include country of origin

You have to clearly display the main address including the country from which your business operates or regards as it's main office, either on the check-out page or a page leading up to it.


Include the registered office address and place of registration.

# Shop Name

Description of goods and services

Country:     

Currency: United Kingdom (£) GBP



## Special Offer whilst stocks last

# £35.99

save 25%







[add to basket](#)

Welcome Sam		<a href="#">edit profile</a>
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[Delivery policy](#)  
[Privacy policy](#)






## 4. Include description of goods and services

Include a short description that clearly explains what your business offers to customers.


A short description should accompany each of the products or services you sell.

# Shop Name

**Description of goods and services**

Country:     


Currency: United Kingdom (£) GBP



**Special Offer whilst stocks last**  
**£35.99**


save 25%

[add to basket](#)



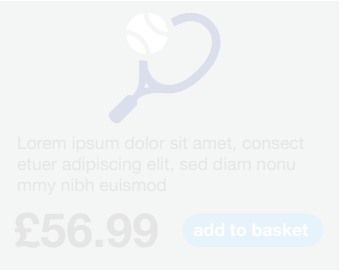
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod

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**£56.99** [add to basket](#)

Welcome Sam [edit profile](#)







Your basket value [edit basket](#)

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Item Three	1	£ 20.00
<b>Goods total</b>		<b>£ 55.99</b>

**Delivery options**

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- 3-5 day first class post £ 3.00
- Next day secure £ 5.00

**Total** £ 55.99

click to accept all terms and conditions and statement regarding security controls used to protect customer's personal information or data.

[Confirm & checkout](#)

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## 5. Display price information, including currency






It's important to clearly show the relevant pricing and clear currency for each product or service.

Remember, many international customers prefer to pay in their home currency so by offering Elavon's Multi Currency Conversion service, you can offer pricing in over 100 currencies throughout your website.


If recurring payments will occur, the customer must be informed of this at the outset.

# Shop Name

Description of goods and services

Country:     

Currency: **United Kingdom (£) GBP**



## Special Offer whilst stocks last

# £35.99

save 25%







[add to basket](#)

Welcome Sam		<a href="#">edit profile</a>
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### Terms and conditions

[Returns & refunds policy](#)  
[Cancellation policy](#)  
[Delivery policy](#)  
[Privacy policy](#)

## 6. Include return, refund and cancellation policy

The policy has to include information on conditions that must be met, time limits and the procedure. It also should appear:

- in the sequence of pages before final checkout; or
- with a “click to accept” or other acknowledgement button or checkbox; or
- on the checkout screen, near the “submit” button; or
- in the terms and conditions (save for subscription payments of indeterminate length, which must be before the customer places the order).

If you offer a cancellation of a recurring purchase such as a subscription to a health club or a delivery of an item (delivered daily to weekly) you must tell your customers how to cancel their purchase.

For example: “You can cancel the purchase of <service> at any time before the cut off times relevant to your delivery day by visiting our home page, logging into your account and selecting the order you’d like to cancel, then “cancel this order”.

A sample policy is available on request.

The screenshot shows a checkout page for 'Shop Name'. At the top, there's a header with the shop name, a description of goods and services, and country/currency options (United Kingdom (£) GBP). Below this is a large promotional banner for a 'Special Offer whilst stocks last' for £35.99, with a 'save 25%' badge and an 'add to basket' button. To the right of the banner is a summary of the basket contents, including item details, a total of £55.99, and delivery options (4-10 day delivery for £0.00, 3-5 day first class post for £3.00, and Next day secure for £5.00). Below the basket summary are payment icons for VISA, Mastercard, American Express, and others, along with a 'click to accept all terms and conditions' link and a 'Confirm & checkout' button. At the bottom of the page, there are links for 'Company information', 'Returns & refunds policy', 'Cancellation policy', 'Terms and conditions', 'Delivery policy', and 'Privacy policy'. A large blue callout bubble is overlaid on the page, pointing to the 'Returns & refunds policy' and 'Cancellation policy' links.



## 7. Include privacy policy

A statement regarding security controls used to protect customer's personal information or data (privacy policy).

This policy is a stand-alone policy.  
A sample policy is available on request.

The screenshot shows a website checkout page for 'Shop Name'. The page includes a header with the shop name, a description of goods and services, and navigation options for country and currency. The main content area features a 'Special Offer' banner for clothing, a 'Your basket' summary, and three product cards (high heels, books, and a tennis racket). The footer contains 'Company information' and 'Terms and conditions' links. A large blue callout bubble with a pointer highlights the 'Privacy policy' link in the footer.

**Shop Name**  
Description of goods and services

Country:

Currency: United Kingdom (£) GBP

Welcome Sam [edit profile](#)

Your basket value [edit basket](#)

Item One	1	£ 25.99
Item Two	2	£ 10.00
Item Three	1	£ 20.00
Goods total		£ 55.99

Delivery options

- 4-10 day delivery £ 0.00
- 3-5 day first class post £ 3.00
- Next day secure £ 5.00

Total £ 55.99

click to accept all terms and conditions and statement regarding security controls used to protect customer's personal information or data.

[Confirm & checkout](#)

**Special Offer** whilst stocks last  
**£35.99** [save 25%](#) [add to basket](#)

**High Heels**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod  
**£25.99** [add to basket](#)

**Books**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod  
**£13.99** [add to basket](#)

**Tennis Racket**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod  
**£56.99** [add to basket](#)

**Company information**  
Shop Name, 104 Main Street  
London, WE1 3FX, United Kingdom  
Company Registration no: 12345678  
VAT Registered: GB 123 456789 00

**Terms and conditions**  
[Returns & refunds policy](#)  
[Cancellation policy](#)  
[Delivery policy](#)  
**[Privacy policy](#)**

**Privacy policy**

## 8. Include delivery policy including any export restrictions (if known)

- If you don't deliver goods to certain countries, you must list them. For example: "We supply all over the world, excluding the list of countries below which have trade embargoes", then you list the countries in reference
  - Advise when goods are normally dispatched and how long it will take to reach your customer
  - Advise what your customers can do if they don't receive the goods
- A sample policy is available on request.

The screenshot shows a shop interface for 'Shop Name'. At the top right, it displays 'Country: United Kingdom (GB)' with flags for the UK, EU, Japan, USA, and Australia, and 'Currency: United Kingdom (£) GBP'. The main banner features a 'Special Offer whilst stocks last' for £35.99, with a 'save 25%' badge and an 'add to basket' button. Below the banner are three product cards: a dress (£25.99), a book (£15.99), and a tennis racket (£56.99), each with an 'add to basket' button. On the right, a sidebar shows 'Welcome Sam', 'Your basket value' (£55.99), and 'Delivery options' (4-10 day delivery £0.00, 3-5 day first class post £3.00, Next day secure £5.00). At the bottom, there is a 'Company information' section and a 'Terms and conditions' section with links for 'Returns & refunds policy', 'Cancellation policy', 'Delivery policy', and 'Privacy policy'. A large blue callout bubble with a pointer is centered over the 'Delivery policy' link in the terms and conditions section, containing the text 'Delivery policy'.

## 9. Include delivery methods

List your delivery methods, charges and timings, including policies for multiple shipments, if applicable.

- If there are differences in the delivery timings and charges for items, you should list them here
- Confirm how delivery will work to another country, to include timings and charges
- Confirm under which conditions a customer will expect multiple shipments. For example: "Orders may be delivered in one or more delivery or e.g. your items may arrive on different days or from different couriers, but you won't be charged for additional deliveries."

A sample policy is available on request.

# Shop Name

Description of goods and services

Country:

Currency: United Kingdom (£) GBP

Special Offer whilst stocks last  
£35.99 [add to basket](#)

£25.99 [add to basket](#)

£13.99 [add to basket](#)

£56.99 [add to basket](#)

Welcome Sam [edit profile](#)

Your basket value [edit basket](#)

Item One	1	£ 25.99
Item Two	2	£ 10.00
Item Three	1	£ 20.00
Goods total		£ 55.99

### Delivery options

<input type="radio"/> 4-10 day delivery	£ 0.00
<input type="radio"/> 3-5 day first class post	£ 3.00
<input type="radio"/> Next day secure	£ 5.00
<b>Total</b>	<b>£ 55.99</b>

click to accept all terms and conditions and statement regarding security controls used to protect customer's personal information or data.

[Confirm & checkout](#)

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Customer service: +44(0)1812647141  
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### Terms and conditions

[Returns & refunds policy](#)  
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## 10. Include purchase confirmation

Before presenting the payment page to your customer, you should include a step where your customer can confirm that they would like to proceed with their purchase.


- Your customers must agree to buy goods from you
- Some examples you can use are: “secure checkout”, “submit your order”, “confirm your purchase”

# Shop Name


Description of goods and services

Country:     


Currency: United Kingdom (£) GBP



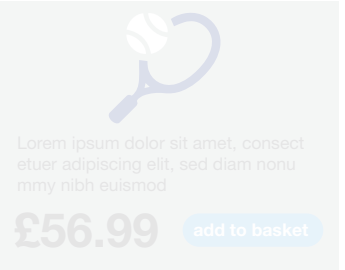
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[Privacy policy](#)






## 11. Include payment logos

Show logos of card brands you accept. Logos must be visible, all the same size, style and colour.


- Include the logo for any other payment methods you accept such as PayPal, Apple Pay, Sofort etc
- Black and white logos are acceptable

# Shop Name

Description of goods and services

Country:     

Currency: United Kingdom (£) GBP



## Special Offer whilst stocks last

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save 25%







[add to basket](#)

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[Privacy policy](#)

# Checklist

Have you completed the checklist below?

- Include business name
- Include contact information
- Include country of origin
- Include description of goods and services
- Display price information, including currency
- Include return, refund, and cancellation policy.
- Include privacy policy
- Include delivery policy including any export restrictions (if known)
- Include delivery methods
- Include purchase confirmation
- Include payment logos

**Please contact your sales representative at Elavon for a copy of the sample policies.**

Elavon Financial Services DAC, trading as Elavon Merchant Services, is regulated by the Central Bank of Ireland.

Elavon Financial Services DAC, trading as Elavon Merchant Services, is deemed authorised and regulated by the Financial Conduct Authority. Details of the Temporary Permissions Regime, which allows EEA-based firms to operate in the UK for a limited period while seeking full authorisation, are available on the Financial Conduct Authority's website.

