



# Bulletproof Your Website Legal Checklist

- 1. Domain Name.** Have your company be the registrant for your domain name (e.g. YourWebsiteName.com).
- 2. Entity Shield.** Instead of operating your online business as a sole proprietorship or partnership, use a corporation or limited liability company (LLC).
- 3. Privacy and Safety.** To prevent stalkers and other dangerous visitors, never use your home address online for your business. If you do not have a separate office, use a private mailbox (PMB) or a post office (P.O.) box instead.
- 4. Intellectual Property.** Put copyright © notices on content you own. For additional protection, register copyrights at the U.S. Copyright Office. If you have trademarks ™ or service marks ™, be sure to mark your related products and services. If a mark qualifies, register it with the U.S. Patent & Trademark Office, to get additional protection of a registered mark ®. Get licenses to use intellectual property you do not own (e.g. software and stock photography).
- 5. Claims.** Make sure your customer testimonials, case studies, endorsements, and results claims comply with Federal Trade Commission (FTC) requirements. Get signed releases for testimonials and case studies. If these are several years old, make sure they are still accurate. Keep proof to back up claims made on your website, including those in case studies and testimonials.
- 6. Emails.** Never send unsolicited commercial email (spam) to others. Getting an email address from a website or business card doesn't make it okay to send spam. If you send e-newsletters or other business emails to many recipients at the same time, use a reliable third-party autoresponder service with confirmed opt-in to your email lists.
- 7. Legal Documents.** Have a website *Privacy Policy* and *Terms of Use*. Many sites require additional legal documents (e.g. *Refund Policy*). Use written contracts in your online activities. Don't steal these (copyright infringement) from other websites. Get customized documents prepared by an experienced Internet business lawyer.

## PRINT THIS OUT AND HANG IT ON YOUR WALL

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