

# Consumer Affairs Victoria

## eCommerce Factsheet

# Tips for business

October 2003

*For any business, it makes sense to provide consumers with a safe, satisfying and legal online shopping experience. Here are our top tips for businesses establishing or redesigning their online presence.*

### ***Need more information?***

Call Consumer Affairs Victoria Helpline on 1300 55 81 81

- 1 Your customers are entitled to at least the same levels of legal protection as apply to existing forms of business.
- 2 You must clearly display the identity and location of your business on your Internet site. This includes your registered Business Name, your Australian Company Number (ACN), your street address and phone/fax numbers.
- 3 You should provide clear and comprehensive information before and after any purchase of goods and/or services.
- 4 You must state contract terms in clear, simple language. Remember, consumers have a right to a refund under certain circumstances so you will need to have a clear refund or exchange policy.
- 5 You should ensure that you receive clear consent or approval from customers before charging them for a service or product.
- 6 You should display clear information about the types of payments which will be accepted by yourself or the payment provider (eg. credit card company). This includes details about secure payments or encrypted information. If a system is unsecured it should be stated clearly, along with the possible consequences of unsecured data.
- 7 You should deal with all customer complaints and enquiries fairly and effectively.
- 8 You should provide information to customers about affordable and effective dispute resolution arrangements, where they are available.
- 9 You must respect the right of all consumers to privacy. This applies whether they buy from you or just browse.

Date of Issue:  
September 2003

## More information

### Business Access

The Victorian Government's Business Access division provides e-commerce information for Victorian businesses. Visit their website at [www.businessaccess.vic.ov.au/web/sbv/sbvsite.nsf/pages/links\\_ec\\_oz](http://www.businessaccess.vic.ov.au/web/sbv/sbvsite.nsf/pages/links_ec_oz)

### Australian Competition and Consumer Commission (ACCC)

Provides advice to businesses on e-commerce. Visit their website on [www.accc.gov.au/ecommerce.access1b.htm](http://www.accc.gov.au/ecommerce.access1b.htm)

### Commonwealth Department of Treasury

Its Consumer Affairs division provides e-commerce best practice models and tools for business. Visit [www.ecommerce.treasury.gov.au/html/ecommerce.htm](http://www.ecommerce.treasury.gov.au/html/ecommerce.htm)

## More information

Information on eCommerce is available from:

### Consumer Affairs Victoria Victorian Consumer & Business Centre

113 Exhibition Street  
Melbourne 3000

Telephone: 1300 55 81 81

Website [www.consumer.vic.gov.au](http://www.consumer.vic.gov.au)

## Further reading

Consumer Affairs Victoria has a range of eCommerce related factsheets:

- Buying a computer
- Domain names
- Getting a refund on the web
- Internet service providers
- Online auctions
- Online privacy
- Online scams
- Online security
- Shopping online
- Spam
- Top 10 tip for shopping online



The information contained in this fact sheet is of a general nature only and should not be regarded as a substitute for a reference to the legislation or professional advice. Authorised by the Victorian Government, 121 Exhibition Street, Melbourne, Victoria, 3000. Printed by Midway Press Print Management, 9 Third Avenue, Sunshine, 3020. eC-01-01-908