Website Compliance Essentials Reference

Prepared by Scriptique Studio

Website Compliance Essentials — At a Glance

A concise reference for what your website must—and should—include.

Page / Notice	Required?	Recommended?	Notes / Regional Considerations
Privacy Policy	☑ EU/UK/CA + most nations	◯ Worldwide	GDPR (EU/UK), CCPA/CPRA (US), contact info & user rights
Cookie Banner/ Consent	☑ EU/UK	◯ US	EU/UK: prior consent required US: opt-in best practice
Terms & Conditions (T&C)		◯ Worldwide	Defines contracts, payments, liability; must not override consumer rights
Returns/Refunds Policy	☑ EU/UK	◯ US	EU: 14-day right of withdrawal US: often voluntary unless stated
Impressum/Legal Notice	☑ Some EU countries		Required for Germany, Austria, Switzerland; optional elsewhere
Accessibility Statement		◯ Worldwide	US: WCAG 2.1/2.2 AA; ADA compliance EU: public sector required
Product Disclaimer/ Safety Notice		◯ Worldwide	Tailor for regulated or high-risk products; CE, FDA, CPSC, REACH, CLP, etc. rules may apply
"Do Not Sell/Share My Info" Link	☑ CA only	◯ Other US states	Required under CCPA/CPRA; optional elsewhere

Legend:

☑ = Legally required

◯ = Recommended / best practice

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Website Compliance Essentials — Placement Guide

A clear guide to placing your essential legal elements where they belong.

Page / Notice	Typical Placement	Notes / Best Practice
Privacy Policy	Footer link on all pages; main menu to ensure accessibility from every page	Also linked from registration, checkout, and account settings if collecting personal data
Cookie Banner/ Consent	Top or bottom of page / first visit overlay	Banner must appear before cookies are dropped (EU/UK); provide clear accept/decline options
Terms & Conditions (T&C)	Linked during checkout, account creation, or service signup + footer; main menu to ensure accessibility from every page	Must be accessible before contract acceptance; always visible in footer
Returns/Refunds Policy	Product pages + checkout + footer	Include clear link on product pages and in confirmation emails where applicable
Impressum/Legal Notice	Footer or About page (Germany, Austria, Switzerland)	Must be visible and accessible from every page in required countries
Accessibility Statement	Footer or dedicated accessibility page linked in footer	Ensure link is visible; can also be linked from site map or help section
Product Disclaimer/ Safety Notice	Product pages + checkout + instructions	Place near relevant products; ensure visibility before purchase/use
"Do Not Sell/Share My Info" Link	Footer or account settings	Must be visible to California users; ideally accessible from every page

Tips for International/Domestic Compliance

1. **If you sell or collect data from international customers**, your website must comply with the legal requirements of those regions—even if the same rules are optional in the US.
2. Always **adapt core pages** (Privacy, T&C, Cookies, Returns, Disclaimers) to your actual practices.
3. **Add regional notes**: EU withdrawal info, California opt-out, Impressum where relevant.
4. **Accessibility matters**: Even if not legally required in your country, following WCAG guidelines is best practice.
5. **Legal review recommended**: Before publishing, have a lawyer verify jurisdiction-specific obligations and review all legal materials for compliance.

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