

How to Avoid Web Site Legal Pitfalls

If you haven't reviewed the legal aspects of your Web site in more than a year, you could be putting your business at risk. Most business losses, fines and damages dealing with Web sites could be avoided by proper legal language. Here are some areas that deserve attention:

- **Terms of Use-** Because the Internet makes it possible to do business with people from around the globe, you need to protect your business by clearly stating that your Web site is governed by the laws of your selected state. You also need to protect your business from the misuse of information provided on your Web site, limit your liability, define eligibility for users and visitors, and restrict access to those visitors unwilling to abide by the use terms.
- **Web Site Privacy** – Privacy is a growing concern. Are you in compliance with numerous and ever-changing laws that regulate the privacy of visitors to your Web site? A properly drafted privacy policy can limit your liability and override certain default provisions of the law. Also, how you communicate your treatment of personal information collected on your site can not only build trust with your customers and clients, but also with third parties evaluating your services.
- **Web Site Notices-** Every page of your Web site should contain appropriate notices, including warranties, disclaimers, copyright notices, license and restrictions on use of information and information regarding hyperlinks.
- **Trademark & Copyright-** The value of the intellectual property appearing on your Web site requires protection. Appropriate notices and procedures for ensuring continued protection may save you time and money down the road. You should evaluate the need for registration of the content, service marks and trademarks of particular importance to your business.

Three Web Site Review Packages To Choose From

To help clients to reduce Internet legal risks, Davis Law Associates provides two preventative Web site legal audit options:

Premium Web Site Review Package for \$1,795 -- Our enhanced evaluation of your site includes reviewing your home page, registration process, and any other interactive processes for use by visitors to your Web site. We will provide Web Site Privacy Policy, Terms of Agreement, and appropriate Web Site Notice forms for use on your Web site, tailored specifically to your needs. This package also includes evaluation of trademarked and copyrighted materials, and a customized employee email policy for use in connection with your company's employee handbook and a corporate risk management assessment.

Premium Web Site Review Package for \$1,195 -- Our standard evaluation of your site includes reviewing your home page, registration process, and any other interactive processes for use by visitors to your Web site. We will write and provide Web Site Privacy Policy, Terms of Agreement, and appropriate Web Site Notice forms for use on your Web site, tailored specifically to your needs.

Basic Web Site Review Package for \$895 - Our basic Web site package includes review of the key elements that provide protection and value to your Web site. We will evaluate what you have in place and make recommendations for modification to current documentation, or inclusion of additional documentation. This includes your Web site Privacy Policy, Terms of Use, Web Site Notices and Intellectual Property.

To discuss how a Web site review could work for you, please call 858-793-1220

About Davis Law Associates

At Davis Law Associates, we have a 12-year track record of successfully helping small business owners and managers to strategically maneuver through the changing currents of business operations. In addition to providing a full range of legal services, we consult with hundreds of businesses to identify solutions for their financing needs, network with angel and venture capital resources, and are recognized as one of San Diego's leading experts in private placement funding.