

UK Website Launch Legal Checklist

A simple pre-launch check for UK business websites

Before you press publish...

A new website can look finished while still missing important legal and compliance checks. Use this guide to review the main areas before launch or relaunch.

Your 8-point legal sense-check

1. **Security** – Protect personal data and keep software secure.
2. **Business identity** – Display the business information the law requires.
3. **Consumer rights** – If you sell online, make buying, cancelling and refunds clear.
4. **Data & privacy** – Know what personal data you collect, why and where it goes.
5. **Cookies & marketing** – Use consent correctly where it is required.
6. **Third parties** – Review CRMs, analytics, payment tools and overseas transfers.
7. **Copyright & IP** – Make sure you have the right to use every asset on the site.
8. **Accessibility** – Remove barriers for disabled users and meet sector-specific duties.

Important: This checklist is a general UK guide, not legal advice. Requirements vary by business type, sector and how your website operates.

Pre-launch checklist

1. Website security

UK GDPR & Data Protection Act 2018 - Article 32

- ☐ **HTTPS is enabled across the whole website.**

Use SSL/TLS to protect data in transit.
- ☐ **CMS, themes, plugins and software are up to date.**
- ☐ **Admin access is protected with strong passwords and appropriate access controls.**
- ☐ **Backups and a recovery process are in place.**

2. Business information

Companies Act 2006 + Trading Disclosure Regulations 2015 + E-Commerce Regulations 2002

- ☐ **Visitors can clearly identify the legal business operating the website.**
- ☐ **If you are a limited company, your registered name, company number, registered office and place of registration are displayed.**
- ☐ **Relevant contact details are easy to find, including an email address where required.**
- ☐ **VAT and professional/regulatory details are displayed where applicable.**

3. Consumer protection

Consumer Contracts Regulations 2013 + Consumer Rights Act 2015 + DMCC Act 2024

- ☐ If users buy or book online, prices, charges, delivery/payment arrangements and cancellation rights are clear before purchase.
- ☐ Terms do not attempt to remove statutory consumer rights.
- ☐ Returns and refunds distinguish change-of-mind cancellation rights from faulty-goods rights.
- ☐ Claims, pricing, reviews and urgency messages are not misleading.

UK website legal checklist | General information only - not legal advice

Data, privacy & permissions

4. UK GDPR & privacy

UK GDPR + Data Protection Act 2018, as amended by the Data (Use and Access) Act 2025

- ☐ You know what personal data the website collects and have a lawful basis for each use.
- ☐ A clear privacy notice explains what is collected, why, who it is shared with, retention and user rights.
- ☐ Forms only ask for information genuinely needed.
- ☐ Personal data is retained only for as long as justified.

5. Cookies & marketing

PECR 2003 + UK GDPR consent requirements

- ☐ Your cookie banner does more than simply announce cookies.
- ☐ Where consent is required, relevant cookies/tracking do not run before the user chooses.
- ☐ Marketing consent is separate from simply submitting an enquiry or creating an account.
- ☐ Users can unsubscribe or withdraw marketing consent easily.

6. Third-party services

UK GDPR Article 28 + international transfer rules

- ☐ **You have reviewed analytics, CRM, email, payment, chat, booking and other external services.**

- ☐ **You know what personal data each provider receives and where it is processed.**

- ☐ **Appropriate processor contracts and international transfer safeguards are in place where required.**

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Content, accessibility & final checks

7. Copyright & intellectual property

Copyright, Designs and Patents Act 1988 + Trade Marks Act 1994

- ☐ You own or have permission/licences to use website copy, images, video, graphics, fonts and software.
- ☐ You have checked rights to content supplied by freelancers, agencies, photographers or developers.
- ☐ Logos, brand names and other trade marks are used appropriately.

8. Website accessibility

Equality Act 2010 + Public Sector Accessibility Regulations 2018 where applicable

- ☐ The website has been checked for common accessibility barriers.

Think keyboard access, contrast, alt text, forms, headings and captions.
- ☐ If you are a public-sector body, WCAG 2.2 AA and accessibility-statement requirements have been addressed.
- ☐ If you are a private business, reasonable adjustments and disability discrimination duties have been considered.

9. ICO fee sense-check

Data Protection Act 2018 + Data Protection (Charges and Information) Regulations 2018

- ☐ You have checked whether the organisation needs to pay the ICO data protection fee.

Assess the organisation's wider data processing, not just what the website does.

Ready to launch?

Treat this checklist as a final sense-check, not a substitute for specialist legal advice. If a requirement is unclear, particularly around ecommerce, regulated services, special-category data or overseas transfers, get appropriate advice before go-live.

TIP: Re-run this checklist after any major redesign, platform migration or change in website functionality.

