



6 key parts to include in website disclaimers

podcast episode 17 tip sheet

In this podcast episode, we're talking about the base layer of legal protection for your website – Website Disclaimers. You'll learn what, when, where and how to use a Website Disclaimer and you'll walk away knowing 6 important sections to have in your Website Disclaimer.

That's why if you have a website – or you are launching one soon – you don't want it to leave you legally exposed. It is critical to put the most basic form of legal protection up on your website right from the start: Your Website Disclaimer.

WHAT's a Website Disclaimer?

A Website Disclaimer is a disclaimer that people can read on your website that lets people know what you DO—and DON'T do—as a small business owner or entrepreneur so they don't get confused and come after you.

Many people make the mistake of putting just 2 lines at the bottom of your website – but I call that a Mini-Disclaimer . For your Website Disclaimer itself, you want it to be MUCH longer - even 4-5 PAGES long and personalized for your business – not something totally generic or cut-and-pasted from the internet.

WHY should you have a Website Disclaimer?

The two main reasons to have a Website Disclaimer are:

- 1. To disclaim your liability** so that if people blame you if they misapply information that you shared on your site or—heaven forbid—sue you, you have some language to fall back on.
- 2. To inform and empower your website visitors to take responsibility** for their own lives and businesses by letting them know where your liability ends and their liability begins. You want to tell them that they need to use their OWN judgment before applying information on your website to their own life or situation.

Even if your website visitors don't even read your Website Disclaimer (and let's face it, most people don't!), they are still required to follow them.

Bottom line: Your Website Disclaimer makes it clear where your liability stops and where your website visitors' responsibility begins.

When you put your Website Disclaimer in place, you are taking the initial step to creating a grounded legal foundation for your business which helps you feel safe and secure and supports your **root chakra**.



What 6 key sections should be included?

I wanted to share 6 important sections that many biz owners will want to include in their Website Disclaimer, but remember that you'll want talk with your own attorney to make sure these sections apply to you and your business specifically.

1. You are NOT giving professional advice.

Spell out that you are not a doctor, therapist, attorney or accountant and you are not giving medical, mental health, legal or accounting advice through your website, nor are you substituting for the advice from their own professionals.

2. Your website is for educational and informational purposes only.

Be clear that you are providing education and information on your site to help them but they need to use their own judgment before applying any information their own life or situation.

3. You want to disclaim and limit your liability.

You want to disclaim and limit your liability about what's on your website and empower your visitors to take responsibility for applying the information to their own life or business. Draw clear lines around your own liability.

4. Your testimonials are just examples.

Make sure that your website visitors know that your testimonials are just examples and that everyone can't expect to have the exact same results. This is REALLY important. Be sure to comply with Federal Trade Commission (FTC) advertising disclosure requirements when sharing testimonials.

5. You aren't giving endorsements.

Let people know that references or links to other's websites, information, opinions, advice, programs, products or services does not constitute your formal endorsement. You are merely sharing helpful resources but they need to use their own judgment before using them – rather than rely on yours.

6. You are disclosing any affiliates.

If you have affiliate partners or sell others' products or services like doTerra essential oils, USANA vitamins and minerals, or Danielle LaPorte candles, you're required to disclose that you may receive financial compensation for any sales of those services or products. This is another requirement of the FTC -- and it's really important.

BONUS: Where are you supposed to put your Website Disclaimer on your website?

Once your Website Disclaimer has been created, have your website designer create a link in the footer of your website that goes to a "hidden" webpage. You will copy and paste the Website Disclaimer language into that "hidden" webpage. Once you have done that, your Website Disclaimer will be accessible through a link on your website footer that's visible on every webpage.



Want more info about how to get your own Website Disclaimer?

Learn more at lisafraley.com/diywebsitedisclaimer.



Have questions about Website Disclaimers or want to share ideas about future topics you'd like to hear about on the podcast, just send us a note at clientlove@lisafraley.com. We'd love to hear from you!

Thanks for joining me and being part of the Legal Love tribe. I'm excited to share more legal tips and connect with you in the next podcast episode. Here's to getting legally enlightened!

With Legal Love,

A handwritten signature in black ink that reads "Lisa". The signature is written in a cursive, flowing style.

**This information is for educational and informational purposes only.
It is not legal advice and it does not create an attorney-client relationship.**

For my full disclaimer, please visit lisafraley.com/disclaimer.



Lisa Fraley, JD, CHHC, AADP, is an acclaimed attorney, Legal Coach®, speaker and #1 Best Selling Author of "Easy Legal Steps...That are Also Good for Your Soul." With her unique blend of coaching, legal expertise, and spirituality, Lisa has supported thousands of heart-centered entrepreneurs and small business owners to protect themselves, their businesses and their brands through DIY legal templates, online legal courses and one-on-one services.

From sharing international stages with thought leaders like Kris Carr and Gabrielle Bernstein to being featured on hundreds of podcasts, webinars, radio shows and bonus calls, Lisa has made it her mission to help every single small business owner understand that the law can be accessible, empowering, loving, and even spiritual. When she's not saving the world (with Legal Love) one contract at a time, she's posting free legal tips and connecting with her tribe at lisafraley.com.