



Cover Your Assets

CHECKLIST

By Elizabeth Stapleton, ESQ.

WELCOME

INTRODUCTION

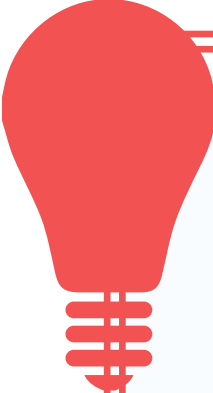


This checklist gives you an easy way to remember the most important things you need to include on your site and what you need to do to protect your business. Please keep in mind that not all of them may be applicable and depending on your situation may not including 100% everything your site needs.

In case we haven't met yet, here is just a little info about me:

I'm a lawyer and blogger. A licensed attorney since 2012, and a blogger since 2014, I have spoken at both virtual and in person conferences, on the importance of legally protecting your blog and business. I am the founder and voice behind Less Debt, More Wine - a personal finance site,

ElizabethStapleton.com, where I help readers do more in less time as well as understand the legal side of blogging, and the founder of the Blogger Breakthrough Summit which helps bloggers get out of a rut and hit that next level.



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KEEP IT LEGAL

DISCLOSURES/DISCLAIMERS

- ☐ Professional Disclaimers
 - ☐ Lawyer
 - ☐ Medical
 - ☐ Financial Professional
- ☐ Non-Professional Disclaimer
- ☐ Testimonials Disclaimer
- ☐ Earnings Disclaimer
- ☐ General Disclaimer
- ☐ Limitation of liability
- ☐ Links disclaimer
- ☐ Sponsored Content Disclosure
- ☐ Affiliate Disclosure

TERMS

- ☐ Use License of Your Products
- ☐ Revisions and Errors
- ☐ Governing Law
- ☐ Refund Policy
- ☐ Waiver and Severability

PRIVACY

- ☐ Explanation of Personal Information Being Collected on Your Website
- ☐ What Anonymous Information Collected on this Website
- ☐ Your Site's Cookie Policy
- ☐ Explaining what information may be collected via embeded content
- ☐ What to expect from links to other sites
- ☐ How long you retain data
- ☐ Rights of California Residents
- ☐ Email where you can be contacted
- ☐ Notice that the Privacy Policy may change

KEEP IT LEGAL

ADA CHECKLIST

- ☐ All Alt Text is filled in with proper descriptions of the images
- ☐ Podcasts provide a transcription
- ☐ Videos have captions or a transcript
- ☐ Your text is in an easily distinguishable color from your background
- ☐ Uses proper document markup (H1, H2, H3) etc
- ☐ Have clear and easy to use navigation

EMAIL MARKETING

- ☐ Always use a real address in your email marketing service
- ☐ Make sure you have specific consent to add someone to your newsletter list
- ☐ Remember to include affiliate and other applicable disclosures
- ☐ Don't ever add someone that did not ask to be added

AFFILIATE MARKETING

- ☐ Always include a proper disclosure before someone can click on the link (even in emails)
- ☐ Do not place disclosures in side bars
- ☐ Keep affiliate links "no follow"
- ☐ Don't use "legalese" in your disclosure
- ☐ Don't say that links help to support the site

Make Crossing Off the List **EASY**

Grab My Website Legal Template Bundle Including:

- Privacy Policy Template
- Terms and Conditions Template
- Disclosures/Disclaimers Templates
- Affiliate/Sponsored Content Disclosure Swipe Copy

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