Information	Suggested location
Any delivery restrictions (*regulation 14(6), CCRs*).	No later than the beginning of the order process.
Which means of payment are accepted (*regulation 14(6), CCRs*).	No later than the beginning of the order process.
Main characteristics of the goods, services or digital content. The main characteristics of the goods, services or digital content to the extent appropriate to the medium of communication and to the product (*Schedule 2(a), CCRs*).	On the order pages. This is information which must be provided directly before the consumer places the order, as per the CCR requirements (see *CCRs* above). Where a contract is made by a limited means of communication, this information must be provided on that limited means of communication (see *CCRs* above)).
Total price or how it will be calculated. The total price of the goods, services or digital content inclusive of taxes, or where the nature of the goods, services or digital content are such that the price cannot reasonably be calculated in advance, the manner in which the price is to be calculated (*Schedule 2(f), CCRs*).	On the order pages. This is information which must be provided directly before the consumer places the order, as per the CCR requirements (see *CCRs* above). Where a contract is made by a limited means of communication, this information must be provided on that limited means of communication (see *CCRs* above).
Additional delivery charges and other costs or how they will be calculated. Where applicable, all additional delivery charges and any other costs or, where those charges cannot reasonably be calculated in advance, the fact that such additional charges may be payable (*Schedule 2(g), CCRs*). Where a digital product includes optional additional and built-in purchases the Commission Guidance gives some specific advice on how to comply with this requirement,	On the order pages. This is information which must be provided directly before the consumer places the order, as per the CCR requirements (see *CCRs* above). Where a contract is made by a limited means of communication, this information must be provided on that limited means of communication (see *CCRs* above)).
Costs where contract is of indeterminate duration or is a subscription. In the case of a contract of indeterminate duration or a contract containing a subscription, the total costs per billing period or (where such contracts are charged at a fixed rate) the total monthly costs (*Schedule 2(h), CCRs*).	On the order pages. This is information which must be provided directly before the consumer places the order, as per the CCR requirements (see *CCRs* above). Where a contract is made by a limited means of communication, this information must be provided on that limited means of communication (see *CCRs* above).
Minimum duration of contract. Where applicable, the minimum duration of the consumer's obligations under the contract (*Schedule 2(t), CCRs*).	On the order pages. This is information which must be provided directly before the consumer places the order, as per the CCR requirements (see *CCRs* above).
Contract duration and conditions for terminating. The duration of the contract, where applicable, or, if the contract is of indeterminate duration or is to be extended	On the order pages. This is information which must be provided directly before the consumer places the order, as per the CCR requirements (see *CCRs* above).

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automatically, the conditions for terminating the contract (*Schedule 2(s), CCRs*).	Where a contract is made by a limited means of communication, this information must be provided on that limited means of communication (see *CCRs* above). The Commission Guidance indicates that, for these purposes, "contract duration" includes information about the minimum duration of the contract.
Consumer request and acknowledgement re immediate provision of the services. To ensure that a consumer will not have the right to cancel services once they have been fully performed, a trader must: • Get the consumer to request immediate provision of services. • Get the consumer to acknowledge that he will lose his cancellation rights once the service is fully performed. To ensure that the consumer must pay for services provided up to the point of cancellation the trader must: • Also get the consumer to request immediate provision of services. • Inform the consumer about his right to cancel and that he must pay for services provided up until the point of cancellation. (*regulation 36, CCRs*) This loss of cancellation rights does not apply where the services are water, gas, electricity or district heating.	Require the consumer to tick accept a statement such as the following before submitting the order. "Please provide [SERVICE] to me immediately. I acknowledge that I will lose my right to cancel the contract once [SERVICE] has been fully performed." See below for presentation requirements for information about the right to cancel and the obligation to pay for services provided up to cancellation.
Consumer consent and acknowledgement re immediate provision of digital content. To ensure that a consumer will not have a right to cancel a contract for digital content not provided on a tangible medium, a trader must: • Get the consumer to give his express consent to the immediate provision of the digital content. • Get the consumer to acknowledge that, as a result of supply beginning, his right to cancel will be lost. (*regulation 37, CCRs*)	Require the consumer to tick accept a statement such as the following before submitting the order. "I agree to your providing [DIGITAL CONTENT] to me immediately and agree that I will lose my right to cancel the contract once the download or streaming of [DIGITAL CONTENT] has begun."
Acknowledgement that ordering implies an obligation to pay/ Buy button. The trader must ensure that, when placing his order, the consumer explicitly acknowledges that the order implies an obligation to pay. Where placing the order involves activating a button or similar function, that button or function must be labelled in an easily legible manner only with the words "order with obligation to pay" or a corresponding unambiguous formulation indicating	The order button must be appropriately labelled. The Commission Guidance gives the following guidance: • **Acceptable**: terms such as 'buy now', 'pay now' or 'confirm purchase' would be sufficient. • **Not acceptable**: phrases such as 'register', 'confirm' or 'order now' and unnecessarily long phrases that

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that placing the order entails an obligation to pay the trader (*regulation 14(4), CCRs*). The *BIS Implementing Guidance* indicates that this requirement must be met even if taking payment is to be deferred (for example if preceded by a free trial period).	may effectively conceal the message about the obligation to pay.
E-contracting. Where a contract is to be concluded by electronic means (such as on online contract) the trader must provide the following information before the order is placed: • The different technical steps to follow to conclude the contract. • Whether or not the concluded contract will be filed by the service provider and whether it will be accessible (this is unlikely to be relevant in the UK). • The technical means for identifying and correcting input errors prior to the placing of the order. • The languages offered for the conclusion of the contract. (*regulation 9(1), E-Commerce Regulations*)	Website order pages. The means for identifying and correcting input errors prior to the placing of the order must be "appropriate, effective and accessible technical means" (*regulation 11, E-Commerce Regulations*).
Trader to acknowledge orders. The service provider must acknowledge any order without undue delay and by electronic means. The acknowledgement of receipt may take the form of the provision of the service paid for where that service is an information society service. (*regulation 11, E-Commerce Regulations*)	Email to be sent immediately after order is placed. This can just be an acknowledgement of order, rather than acceptance.
Information about the right to cancel. Where a right to cancel exists, the conditions, time limit and procedures for exercising that right in accordance with Regulations 27 to 38,	This information is not required to be provided directly before the consumer places the order. However, where a contract is made by a limited means of communication, this information must be provided on that limited means of communication (see *CCRs* above). This requirement suggests that this information is considered important and that it should be provided at least on the product pages. A trader will also generally include it in the terms and conditions as well.
Identity of the trader. The identity of the trader (such as the trader's trading name) (*Schedule 2(b), CCRs*).	General website pages and terms and conditions Where a contract is made by a limited means of communication, this information must be provided on that limited means of communication (see *CCRs* above).
Nature and details of any promotional offer. The fact that any offer is a promotional offer (including any discount,	Website product pages or in any email or other communication making the offer.

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premium or gift) and any conditions which must be met to qualify for it (*regulation 7(c), E-Commerce Regulations*).	
Digital content's functionality and technical protection. Where applicable, the functionality, including applicable technical protection measures, of digital content (*Schedule 2(v), CCRs*). As flagged in the *Consumer Rights Act: Digital Content Guidance for Business* (BIS CRA Digital Content guidance), if the trader will want to modify digital content and technical protection by way of updates this needs to be clearly explained and the right to do so will be subject to the fairness test.	Website product pages.
Digital content's compatibility. Where applicable, any relevant compatibility of digital content with hardware and software that the trader is aware of or can reasonably be expected to have been aware of (*Schedule 2(w), CCRs*). As flagged in the BIS CRA Digital Content guidance, the trader should consider whether the digital content will be upgraded to reflect changes in the operating system. If so the consumer should be informed of this, for example by a statement that the digital content will work with the current or previous version of an operating system (as it may be updated from time to time).	Website product pages.
Payment, delivery and performance arrangements. The arrangements for payment, delivery, performance, and the time by which the trader undertakes to deliver the goods, services or digital content (*Schedule 2(j), CCRs*).	Website product pages or order pages. Generic information, for example, about when payment is due, would sit naturally in the terms and conditions
Details of any consumer deposits and financial guarantees. Where applicable, the existence and the conditions of deposits or other financial guarantees to be paid or provided by the consumer at the request of the trader (*Schedule 2(u), CCRs*). The Commission Guidance states that the trader must explain whether the amount in question will be blocked or debited from the consumer's account and when and under what conditions it will be unblocked or reimbursed to the consumer.	Website product pages or order pages.
Details of after-sales services and guarantees offered by the trader and manufacturer. Where applicable, the existence and the conditions of after-sales consumer assistance, after-sales services and commercial guarantees (*Schedule 2(q), CCRs*).	Website product pages. Generic information, for example, about a goodwill guarantee for all products, could be repeated in the terms and conditions

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Communication costs where not basic rate. The cost of using the means of distance communication for the conclusion of the contract where that cost is calculated other than at the basic rate (*Schedule 2(i), CCRs*).	Website product pages.
Consumer's obligation to pay for return of goods. Where applicable, that the consumer will have to bear the cost of returning the goods in case of cancellation (*Schedule 2(m), CCRs*).	General website pages and (optionally) terms and conditions. See the comments on "Information about the right to cancel", above.
Consumer must pay for services received if he agrees to their supply during cancellation period. That, if the consumer exercises the right to cancel after having made a request in accordance with Regulation 36(1) (request for supply of services before expiry of the cancellation period), the consumer is to be liable to pay the trader reasonable costs in accordance with Regulation 36(4) (reasonable amount for supply of service up to the time of cancellation) (*Schedule 2(n), CCRs*).	General website pages and (optionally) terms and conditions. See the comments on "Information about the right to cancel", above.
No right to cancel or how it can be lost. Where there is no right to cancel or the right to cancel may be lost, the pre-contract information that the consumer will not benefit from a right to cancel, or the circumstances under which the consumer loses the right to cancel (*Schedule 2(o), CCRs*).	General website pages and (optionally) terms and conditions. See the comments on "Information about the right to cancel", above.
CCRs model cancellation form. A trader must supply the consumer with the model cancellation form Scheduled to the CCRs (*regulation 13(1)(b), CCRs*).	Best practice would seem to require provision of the form (in full and in a non-interactive but printable format) on its website as well as (optionally) providing a version which may be completed online
Reminder of trader's legal duty re quality of goods. In the case of a sales contract, a reminder that the trader is under a legal duty to supply goods that are in conformity with the contract (*Schedule 2(p), CCRs*).	Terms and conditions
Complaint handling policy. Where applicable, the trader's complaint handling policy (*Schedule 2(k), CCRs*). Note that the PSRs contain obligations on service providers in connection with complaints, including a requirement to respond to complaints from consumers as "quickly as possible" and use "best efforts" to find a satisfactory solution to these complaints In addition the Consumer ADR Regulations impose requirements where complaints cannot be resolved (see above).	General website pages and/or terms and conditions.

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Address and contact details. The geographical address at which the trader is established and, where available, the trader's telephone number, fax number and email address, to enable the consumer to contact the trader quickly and communicate efficiently (*Schedule 2(c), CCRs*).	General website pages and/or terms and conditions).
Address and identity of other trader for whom the trader is acting. Where the trader is acting on behalf of another trader, the geographical address and identity of that other trader (*Schedule 2(d), CCRs*). The Commission Guidance gives the example of a trader providing an online trading platform selling digital content offered by different developers. The platform provider would need to ensure that information about the developers was displayed.	General website pages and/or terms and conditions.
Place of business address of trader and other trader for whom the trader is acting. If different from the address provided in accordance with paragraph (c), the geographical address of the place of business of the trader, and, where the trader acts on behalf of another trader, the geographical address of the place of business of that other trader, where the consumer can address any complaints (*Schedule 2(e), CCRs*).	General website pages and/or terms and conditions
Registration number. Where the provider is registered in a trade or other similar public register: • The name of the register. • The provider's registration number or equivalent means of identification in that register (for example a company's registered number). (*regulation 6(1)(d), E-Commerce Regulations* and *regulation 8(1)(d), PSRs*).	General website pages and/or terms and conditions
Authorisation schemes. Where the activity is subject to an authorisation scheme in the United Kingdom, the particulars of the relevant competent authority or relevant electronic assistance facility (*regulation 6(1)(e), E-Commerce Regulations (details of supervisory authority only)* and *regulation 8(1)(e), PSRs)*. Examples of authorisation schemes include the Gambling Commission and the Charity Commission. The reference to the electronic assistance facility is to an electronic facility set up by the government through which applications for authorisation may be made and from which	General website pages and/or terms and conditions.

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information about service providers is provided (as required by *regulation 38, PSRs*). The facility,which is the UK's Point of Single Contact is currently at*https://www.gov.uk/ukwelcomes*.	
VAT number. (*Regulation 6(1)(g), E-Commerce Regulations* and *regulation 8(1)(g), PSRs*).	General website pages and/or terms and conditions
Professional liability insurance. Where the provider is subject to a requirement to hold any professional liability insurance or guarantee, information about the insurance or guarantee and in particular the contact details of the insurer or guarantor, and the territorial coverage of the insurance or guarantee (*regulation 8(1)(n), PSRs*).	General website pages and/or terms and conditions.
Regulated profession. Where the trader is carrying on a regulated profession, any professional body or similar institution with which the provider is registered, the professional title and the EEA state in which that title has been granted (*regulation 6(1)(h), E-Commerce Regulations* and *regulation 8(1)(h), PSRs*).	General website pages and/or terms and conditions.
Rules of any regulated profession. Where the trader exercises a regulated profession a reference to the professional rules applicable to the trader in the member state of establishment and the means to access them (*regulation 6(1)(f), E-Commerce Regulations* and *regulation 9(1)(b), PSRs*).	General website pages and/or terms and conditions. The PSRs only require this information to be provided on request.
Information on linked activities.Information on other activities undertaken by the provider which are directly linked to the service in question and on the measures taken to avoid conflicts of interest (*regulation 9(1)(c), PSRs*).	This information must be both: • Included in any detailed information document about the goods, services or digital content. • Provided on request.
Details of applicable codes of conduct. The existence of relevant codes of conduct, as defined in regulation 5(3)(b) of CPUT, and how copies of them can be obtained, where applicable. Section 5(3)(b) of CPUT refers to a code of conduct which the trader has undertaken to comply with (*Schedule 2(r), CCRs*).	General website pages and/or terms and conditions.
Complaint and redress mechanisms. Where applicable, the possibility of having recourse to an out-of-court complaint and redress mechanism, to which the trader is subject, and the methods for having access to it (*Schedule 2(x), CCRs*). There are similar requirements under the PSRs and the E-Commerce Regulations with regards to out-of-court complaint and redress mechanisms. However, the	General website pages and/or terms and conditions.

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Commission Guidance suggests that compliance with the CCR requirements should suffice to satisfy the requirements of the Directives which the PSRs and E-Commerce Regulations implement	
Alternative Dispute Resolution. If the trader is obliged by law or its trade association rules or the terms of a contract to use ADR services provided by a particular "ADR entity" (being an ADR entity on a list maintained under the Consumer ADR Regulations), the trader must: • Provide the name and website address of the ADR entity in its terms and conditions (if any) and on its website (if it has one) (*regulation 19(1), Consumer ADR Regulations*). • From 15 February 2016, include information about the existence of the European Commission's Online Dispute Resolution (ODR) platform and the possibility of using the ODR platform for resolving disputes in its online terms and conditions. Email offers must include this *link* to the platform. In addition, from 15 February 2016 every online trader will have to provide this *link* to the ODR platform on its website. This requirement also applies to online market places, being websites via which third party traders contract online with consumers.	This information must be both: • On the trader's website. • Included in the terms and conditions.

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