



# Selling online?

## *What the law says on Delivery Charges and Delivery Restrictions*

- ✓ You must indicate clearly, no later than at the beginning of the ordering process if any delivery restrictions, such as geographical restrictions, apply. You should not offer 'Free or Standard Delivery' to the 'UK' or to 'Mainland UK' if you don't offer this to every relevant postcode.
- ✓ You must tell your customers if there are any delivery charges and what they are as soon as reasonably possible in the ordering process. You must tell them before the contract is agreed.
- ✓ Information on delivery charges should be easy to find on your website and easy to understand.
- ✓ If information about delivery charges is not provided, or if it's difficult to understand, then the customer may not have to pay delivery charges.

Produced in collaboration with:





# Practical Suggestions

*Some businesses may find these suggestions useful when thinking about delivery charges and restrictions.*

Information on delivery charges, returns policy and services (especially exceptions and surcharges) ideally should be:

- Clearly signposted on your home page
- Signposted from every product page; and
- Summarised at checkout before the customer is asked to pay.

If you need to indicate geographical restrictions, and/or if some postcodes are excluded, you should make this clear; either on your homepage, or FAQs, and when you know the customer's postcode.

To increase the success of first-time delivery, you could:

- Offer a range of delivery options and times
- Allow your customers to provide specific delivery instructions
- Allow your customers to select a safe-place or specific neighbour delivery
- Offer an option to collect from a store, a third party outlet, a Post Office or a secure locker ("click and collect")
- Tell your customers when delivery can be expected.

It's good practice for online retailers to confirm dispatch and delivery information when the order is completed and dispatched.

Consider giving the customer opportunities to provide feedback about their delivery experience.

Produced in collaboration with:

