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The legal pages an online shop needs: terms of sale, returns and privacy

Customers, E-mails & Policies

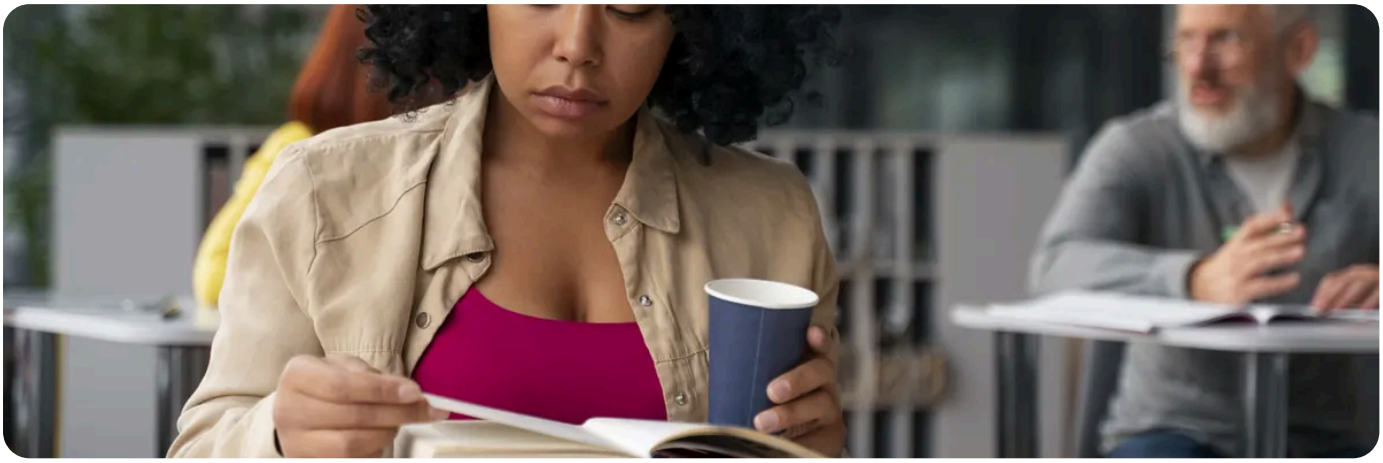
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The legal pages an online shop needs: terms of sale, returns and privacy

Customers, E-mails & Policies Created on **October 10, 2026** 3 min read



A shop asks strangers for money and data. For that it needs **four or five written pages**: who is selling and on what terms, what happens on a return, what is done with the data and which cookies exist. They are not decoration: banks, payment operators and customers want to see them, and it is where the hesitant customer makes up their mind. This article is not legal advice; it says what each page should cover and how to put it in the right place.

The pages and what each one covers

Page	What it should say
Terms of sale	Who the seller is (name, address, contact, tax number if you have one), how to buy, prices and taxes, payment, delivery, warranty, complaints.
Returns and refunds	What the policy says. See **the returns policy**.
Shipping and delivery times	Where you ship, what it costs, how long it takes. It can sit inside the terms of sale.
Privacy policy	What data you collect, why, who you share it with (payment operator, courier), for how long and how to ask for it to be deleted.
Cookie notice	What the site stores in the browser and how to refuse. See **the cookie notice**.
Contact	A real way to reach you, visible on every page.

Putting them in the right place

1. **Write the pages in WordPress** (Pages, Add New), one per subject, with a title the customer will recognise.

2 **Tell WooCommerce which page holds the terms.** In WooCommerce, Settings, Advanced, Page setup, choose the terms and conditions page. Checkout then shows the box the customer has to tick.

3 **Tell WordPress which page is the privacy policy** (Settings, Privacy). WooCommerce and the contact form then link to it.

4 **Put the links in the footer**, on every page, and next to every form that collects data.

5 **Make a test purchase** and check that the acceptance box appears, that the links open and that the text says what the shop actually does.

Date each page and keep the old versions. When you change the terms, it helps to be able to show what was in force on the day the customer bought. If you sell in more than one language, write the pages in the customer's language, not only yours.

Do not copy another shop's terms.
The text is not yours, it describes what the other shop does (not what you do) and may carry the rules of another country. If you copy it and the shop does not do what it says, the damage is yours. Have a lawyer review your text.

Write down what you do first, then the text.
Make a list: what you collect, where you keep it, who you hand it to, how long shipping takes, what you refund. The pages come out of that list. And link what already exists: **data protection**.

NEED A HAND?

Want to know whether the shop is ready to open, on the server side? Tell us the address and we will go through the list with you.

Open a support ticket →

SEE ALSO

Personal data protection: what applies to your website →

The cookie notice and consent →

A shop that holds up: before you open

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OPENING HOURS	Monday to Friday - 08 AM to 04 PM Saturday & Sunday - Closed

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