

## How to Use the Checklist

Review each section to ensure your start-up addresses key compliance areas. Each checklist provides actionable steps to meet South African regulatory standards and support sustainable business practices. While it's a general guide, it's recommended to seek further clarification on specific requirements from relevant legal or compliance advisors.

|   |         |
|---|---------|
| <b>Website Compliance Checklist</b>   |         |
| <b>1. Privacy and Data Protection Compliance</b>  |         |
| <b>Privacy Policy</b>   |         |
| <input type="checkbox"/> Create a comprehensive privacy policy that explains what data is collected, how it is used, and how users can manage their data. | Explain |
| <input type="checkbox"/> Ensure the policy complies with local privacy laws (e.g., POPIA in South Africa, GDPR if the website serves EU users).           | Explain |
| <b>Cookie Consent</b>   |         |
| <input type="checkbox"/> Implement a cookie consent banner that allows users to accept, decline, or customize cookie settings.                            | Explain |
| <input type="checkbox"/> Include information on the types of cookies used and their purposes in the cookie policy.  | Explain |
| <b>Data Retention and Deletion</b>  |         |
| <input type="checkbox"/> Establish data retention policies specifying how long personal data is stored.   | Explain |
| <input type="checkbox"/> Provide users with options to request deletion of their personal data.   | Explain |
| <b>2. Terms and Conditions of Use</b>   |         |
| <b>User Agreement</b>   |         |
| <input type="checkbox"/> Draft terms and conditions that outline acceptable website use, intellectual property rights, and limitations of liability.      | Explain |
| <input type="checkbox"/> Include a disclaimer on the accuracy of information and a statement that usage implies agreement to the terms.                   | Explain |
| <b>Limitation of Liability and Disclaimer</b>   |         |

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|   |         |
|---|---------|
| <input type="checkbox"/> Specify any disclaimers, especially if the website provides professional advice (e.g., legal, financial).                                    | Explain |
| <input type="checkbox"/> Limit liability for damages arising from website use, including in cases of service interruptions.   | Explain |
| <b>3. Security Measures</b>   |         |
| <b>SSL Certificate</b>  |         |
| <input type="checkbox"/> Use a Secure Socket Layer (SSL) certificate to encrypt data and protect user information, indicated by HTTPS in the URL.                     | Explain |
| <b>Data Protection and Encryption</b>   |         |
| <input type="checkbox"/> Implement data encryption methods for stored and transmitted data, particularly for sensitive information (e.g., passwords, financial data). | Explain |
| <input type="checkbox"/> Conduct regular security audits and vulnerability assessments to identify and address potential security issues.                             | Explain |
| <b>Access Controls</b>  |         |
| <input type="checkbox"/> Use strong passwords and multi-factor authentication for admin access.   | Explain |
| <input type="checkbox"/> Restrict access to sensitive data based on user roles.   | Explain |
| <b>4. Accessibility Compliance</b>  |         |
| <b>Web Content Accessibility Guidelines (WCAG)</b>  |         |
| <input type="checkbox"/> Ensure compliance with WCAG 2.1 standards to make the website accessible to users with disabilities.   | Explain |
| <b>Alt Text for Images</b>  |         |
| <input type="checkbox"/> Provide alt text for all images to aid screen readers and improve accessibility for visually impaired users.                                 | Explain |
| <b>Keyboard Navigation</b>  |         |

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| <input type="checkbox"/> Enable keyboard navigation so users can access all elements of the site without a mouse.                       | Explain |
| <b>Contrast and Font Size</b>   |         |
| <input type="checkbox"/> Use appropriate color contrast and font sizes to ensure readability for all users.                             | Explain |
| <b>5. Cookie and Tracking Management</b>  |         |
| <b>Cookie Policy</b>  |         |
| <input type="checkbox"/> Create a cookie policy that explains the types of cookies used, their purposes, and how users can manage them. | Explain |
| <b>Analytics and Tracking Transparency</b>  |         |
| <input type="checkbox"/> Disclose the use of analytics tools (e.g., Google Analytics) in the privacy policy.                            | Explain |
| <input type="checkbox"/> Obtain user consent before enabling tracking or analytics cookies, per local regulations (e.g., POPIA, GDPR).  | Explain |
| <b>Opt-Out Options</b>  |         |
| <input type="checkbox"/> Provide users with the option to opt-out of tracking or limit the data collected through cookies.              | Explain |
| <b>6. eCommerce Compliance (if applicable)</b>  |         |
| <b>Refund and Returns Policy</b>  |         |
| <input type="checkbox"/> Clearly outline refund and return policies, including timeframes and conditions for eligibility.               | Explain |
| <b>Shipping Policy</b>  |         |
| <input type="checkbox"/> Provide details on shipping times, costs, and delivery areas, especially for international orders.             | Explain |
| <b>Payment Security</b>   |         |
| <input type="checkbox"/> Ensure all payment processing systems are PCI-DSS compliant to protect financial data.                         | Explain |
| <input type="checkbox"/> Use secure payment gateways and encryption for financial transactions.   | Explain |
| <b>7. Marketing and Communication Compliance</b>  |         |

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|---|---------|
| <b>Email Marketing Consent</b>  |         |
| <input type="checkbox"/> Obtain explicit consent for marketing communications and offer an easy opt-out option.                                       | Explain |
| <b>Anti-Spam Compliance</b>   |         |
| <input type="checkbox"/> Comply with anti-spam regulations, such as the South African Electronic Communications Act, to avoid unsolicited emails.     | Explain |
| <b>SMS and Direct Marketing Policies</b>  |         |
| <input type="checkbox"/> If using SMS or direct marketing, obtain consent and offer an easy opt-out method.   | Explain |
| <b>8. Intellectual Property Compliance</b>  |         |
| <b>Copyright and Trademarks</b>   |         |
| <input type="checkbox"/> Ensure all content, images, and media are original or properly licensed, with copyright and trademark permissions as needed. | Explain |
| <b>User-Generated Content (UGC)</b>   |         |
| <input type="checkbox"/> Include terms for user-generated content (e.g., comments, reviews) and retain rights to remove inappropriate content.        | Explain |
| <b>Copyright Policy</b>   |         |
| <input type="checkbox"/> Draft a copyright policy explaining that unauthorized use of website content is prohibited and may result in legal action.   | Explain |
| <b>9. Social Media and Third-Party Integration</b>  |         |
| <b>Third-Party Links Disclosure</b>   |         |
| <input type="checkbox"/> Clearly disclose when linking to third-party sites and state that Pro-Compliance is not responsible for external content.    | Explain |
| <b>Social Media Plugins and Privacy</b>   |         |
| <input type="checkbox"/> Inform users about any data shared with social media platforms through plugins and provide a link to your privacy policy.    | Explain |
| <b>10. Regular Monitoring and Updates</b>   |         |
| <b>Policy Reviews</b>   |         |

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|  |         |
|--|---------|
| <input type="checkbox"/> Review and update all policies (privacy, cookies, terms of use) at least annually or when legal changes occur.      | Explain |
| <b>Content Accuracy</b>  |         |
| <input type="checkbox"/> Periodically verify that website information (e.g., contact details, product descriptions) is current and accurate. | Explain |
| <b>Compliance Audits</b>   |         |
| <input type="checkbox"/> Conduct regular compliance audits to ensure adherence to legal and industry standards.                              | Explain |

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