

In one of my articles, I have said that if you really want to stay out of trouble and useless lawsuits, you need to set up some policies for your e-commerce and [internet marketing](#) efforts. This will let visitors to your websites know what you are liable for. It will also save you from useless lawsuits when anything goes wrong. In this article, I want to talk about some of those policies that you should be aware of. Let us examine that together now.

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## **#1 Use Policy**

Use policy defines the way that users are expected to make use of resources provided on a website. It guides users on what is permitted and what is not permitted on a [website](#). This will save you from headaches if the resources that you have provided are misused or misinterpreted.

## #2 Copyright and Trademark Policy

This actually establishes guidelines for use of copyright content and other materials that belong to an organization alone. This will allow you to sue Those that infringes on your copyright contents. It also protects your organization from any Trademark infringement.



## #3 Indemnity Policy

Also, indemnity covers the liability falling on an organization as a result of errors and omissions. Let's say that you posted information and that information are not complete.

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Indemnity policy will state that you are not responsible for the use of the information even those they are not complete. That means the users are using that information at their own risk.

## **#4 Liability Policy**

A Liability policy on a website will limit the organization's liability in case of any eventuality. Let's say that you are selling a product, your liability policy will state what you will be responsible for.

Let's say for example a product shipped got lost in transit. Then the question comes, who will be responsible for it? [Is it going to be the buyer](#) or the seller of such products?

## **#5 Arbitration Policy**

A Legal policy will state the legal processes that a claimant can follow when they have any issue with the website. It will also state the right that the organization has over the products that they have sold to the buyer.

## **#6 Security Policy**

These are rules that are put in place in order to guarantee confidentiality and availability of information on the website. It also designed what users are expected to do on their own part in order to ensure that their activities do [not expose others to security risks.](#)

## Action Point

**PS:** If you would like to have an online course on any of the courses that you found on this blog, I will be glad to do that on an individual and corporate level, I will be very glad to do that because I have trained several individuals and groups and they are doing well in their various fields of endeavour. Some of those that I have trained include the staff of Dangote Refinery, FCMB, Zenith Bank, and New Horizons Nigeria among others. Please come on Whatsapp and let's talk about your training. [You can reach me on Whatsapp HERE.](#) Please note that I will be using Microsoft Team to facilitate the training.

I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you can drop your comment. Thanks in anticipation.

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