



## IN THE KNOW

# 8 THINGS TO DO BEFORE YOU START ACCEPTING PAYMENTS ONLINE

Accepting payments over the internet is more important than ever and Gravity Payments wants to make sure your website is in tip-top shape before your first customer clicks 'checkout'!

## ARE THESE REQUIRED?

**YES..** Since the popularity of online shopping has taken off, card brands like Visa & Mastercard now require business owners to provide accessible information on their websites to their online customers. These requirements ultimately benefit both the customer and the business as it ensures all payments are secure. Plus, with customers informed on your policies, it can increase customer satisfaction while potentially decreasing chargebacks!

## 8 THINGS REQUIRED ON YOUR ECOMM SITE

- 1. PRIVACY POLICY** | Include the full text of your privacy policy on your website, this can be in the footer or somewhere easily accessible for customers.
- 2. TERMS & CONDITIONS** | Include full text of your T&Cs on your site as it is a contract between you and your customers and has the potential to reduce your liability.
- 3. RETURN/CANCELLATION POLICY** | Display full text of your return/refund/cancellation policy on the order page near checkout, or provide a link to a return policy page and checkbox for the customer to accept the policy before completing the purchase.
- 4. SHIPPING & HANDLING** | Provide a concise shipping policy to will inform your customers before they checkout what to expect. This can reduce questions and help reduce potential chargebacks.
- 5. PRODUCTS & PRICING** | Be clear in listing your products/services with the proper description, cost and currency mark.
- 6. PAYMENT METHODS** | Display the payment methods you accept at checkout (Visa, MC, paypal..etc). This shows customers what is accpeted, boosting payment conversion by keeping the checkout process running smoothly.
- 7. SECURE GATEWAY** | Gravity Payment only offers secure ways for you to accept payments, the gateway our team helps you choose based on your needs will always use encryption when processing your customers payments.
- 8. 'CONTACT US'** | Include ways to contact your company if your customers have questions. Physical address, email, and phone number are the most common.

## LINKS THAT CAN HELP YOU GET STARTED!

- [Privacy Policy Generator](#)
- [Terms & Condition Generator](#)
- [Refund/Return Policy Generator](#)
- [Shipping & Handling Example Template](#)

## HAVE QUESTIONS? LET US HELP.

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