

Reach

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Website Compliance: Mandatory Standards and Controls

Introduction:

Doing business internationally means meeting local legal requirements. Each country enforces its own rules on consumer protection, advertising, privacy, and electronic transactions — typically through national regulatory bodies that often publish guidance for businesses.

This page lists key countries, names the authorities responsible for online regulation, and outlines their roles in areas that impact websites and digital services.

To help with internal reviews, we've also included a general compliance checklist. For guidance on restricted sectors, see the [Reach Prohibited Business List](#).

Website Compliance Support with Clym

Website compliance involves a range of legal and regulatory requirements, including data protection, marketing practices, electronic transactions, and accessibility. This checklist provides a framework for assessing baseline obligations, but certain areas—such as privacy, cookie usage, and accessibility—may benefit from the use of external tools.

To support clients in reviewing these specific areas, Reach has partnered with Clym, a platform that helps identify and manage website compliance issues. Clients can visit <https://withreach.clym.io> to scan their website and receive a report highlighting potential gaps related to privacy regulations (such as the General Data Protection Regulation and the California Consumer Privacy Act), cookie consent requirements, and accessibility standards.

Preferential pricing is available to Reach clients who choose to use Clym's services to address identified compliance needs.

Compliance and Regulatory Readiness Checklist

This checklist provides a structured approach to reviewing a website for alignment with widely recognized legal and regulatory standards. Although not jurisdiction-specific, it reflects common principles found in global frameworks covering areas such as consumer protection, marketing practices, data handling, and electronic transactions.

It also incorporates key requirements defined by Reach, including risk guidelines and the Prohibited Business list. This tool is intended to support proactive compliance efforts and help identify areas that may require further legal or regulatory review at the local level.

Website Standards

- No prohibited products or business activities present
- Accurate and truthful product descriptions
- No use of AI-generated professionals or endorsements without disclosure
- Clear and transparent pricing and promotional offers
- Disclosure of material connections in endorsements
- Authentic and verifiable endorsements and testimonials
- Substantiated health, safety, and environmental claims
- Transparent pricing and stock availability information
- No use of deceptive design, dark patterns, or negative opt-in tactics
- Verified environmental and social responsibility claims
- Clear pricing currency and cross-border fee disclosures

Mandatory Policies

- Privacy consent pop-up is in place and meets applicable requirements
- Terms and conditions (terms of service) are clearly stated and complete
- Privacy policy aligns with legal standards and industry expectations
- Refund, return, and cancellation policy is clearly defined and easy to access
- Shipping policy is transparent and accurately reflects practices
- Cookie policy and consent management are properly implemented and up to date

Cart Functionality and Transparency

- Cart functionality and UX are transparent and user-friendly
- Accurate pricing is displayed throughout the cart and checkout process
- Total cost is clearly presented, including taxes, fees, and discounts
- Product names, descriptions, and configurations are accurate and verified
- Availability and stock status are clearly indicated before checkout
- Estimated delivery timeframes and available shipping methods are displayed
- Return, refund, and cancellation information is accessible during checkout
- Digital products or downloads include clear usage terms and requirements

- Contact and support information is easy to access during checkout
- Interface design avoids deceptive or manipulative elements
- No use of dark patterns to mislead or coerce user actions
- Optional add-ons, insurance, or upsells are not pre-selected or presented as negative options
- The final purchase button clearly communicates the financial commitment (e. g. , “Place order”)
- Checkout process meets accessibility standards
- Cross-border disclosures are present for international customers
- Duties, VAT/GST, and international delivery costs are clearly stated before purchase

Testimonials, Reviews, and Endorsements

- Reviews appear truthful and reflect genuine customer experiences
- Any material connections in endorsements are clearly disclosed
- Star ratings and satisfaction scores accurately reflect source data
- Endorsements do not include misleading or exaggerated claims
- AI-generated content is properly disclosed and used responsibly
- “As seen on” endorsements are accurate and appropriately authorized
- All testimonial content aligns with applicable advertising laws
- Endorsements and disclosures are clearly presented and easy to identify

Checkout and Payment Page Review

- All product prices, fees, shipping costs, taxes, and surcharges are clearly disclosed before payment
- Item descriptions on the checkout page match what was presented on the product pages
- Any conditions, limitations, or disclaimers are clearly presented and easy to understand
- Automatic renewal terms are clearly and conspicuously disclosed before checkout (if applicable)
- Recurring charges require affirmative customer action to be accepted (if applicable)
- A simple and accessible cancellation method is provided for recurring purchases (if applicable)
- The final purchase button (e. g. , “Buy” or “Place order”) clearly indicates a paid transaction
- The customer has access to the refund and return policy at checkout
- Estimated delivery timeframes are clearly disclosed
- The business responsible for the transaction is clearly identified
- All disclosures, terms, and prices are easy to read and understand

International Overview of Regulatory Bodies by Country

Country	Governing Bodies	Purpose
United States	<ul style="list-style-type: none"> ● Federal Trade Commission (FTC) (https://www.ftc.gov/business-guidance) ● Federal Communications Commission (FCC) (https://www.fcc.gov/consumers/guides) ● U. S. Department of Commerce (DOC) (https://www.commerce.gov/) 	Oversees consumer protection, advertising, digital communication, and trade innovation in ecommerce.
Canada	<ul style="list-style-type: none"> ● Competition Bureau Canada (https://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/home) ● Office of the Privacy Commissioner (OPC) (https://www.priv.gc.ca/en/) ● Canadian Radio-television and Telecommunications Commission (CRTC) (https://crtc.gc.ca/eng/internet.htm) ● Innovation, Science and Economic Development Canada (ISED) (https://ised-isde.canada.ca/site/ised/en) 	Regulates competition, privacy, anti-spam, and ecommerce policy through a multi-agency framework.
United Kingdom	<ul style="list-style-type: none"> ● Competition and Markets Authority (CMA) (https://www.gov.uk/government/organisations/competition-and-markets-authority) ● Information Commissioner, Office (ICO) (https://ico.org.uk/) ● Department for Business and Trade (DBT) (https://www.gov.uk/government/organisations/department-for-business-and-trade) 	Ensures fair trading, enforces data protection (UK GDPR), and supports digital commerce policy.
European Union	<ul style="list-style-type: none"> ● European Commission, DG for Justice and Consumers (https://commission.europa.eu/policies/consumers_en) ● European Data Protection Board (EDPB) (https://edpb.europa.eu/) ● National Regulatory Authorities (varies by member state) 	Harmonizes consumer rights, privacy (GDPR), and digital commerce laws across member states.
Australia	<ul style="list-style-type: none"> ● Australian Competition and Consumer Commission (ACCC) (https://www.accc.gov.au/business/business-rights-protections/online-business) ● Office of the Australian Information Commissioner (OAIC) 	Enforces consumer law, privacy protections, and digital trade standards for online business.

	<p>(https://www.oaic.gov.au/)</p> <ul style="list-style-type: none"> Department of Industry, Science and Resources (https://www.industry.gov.au/) 	
New Zealand	<ul style="list-style-type: none"> New Zealand Commerce Commission (https://comcom.govt.nz/) Office of the Privacy Commissioner (NZ OPC) (https://www.privacy.org.nz/) Ministry of Business, Innovation and Employment (MBIE) (https://www.mbie.govt.nz/) 	Oversees fair trading, privacy law, and ecommerce policy development in the digital space.
Singapore	<ul style="list-style-type: none"> Infocomm Media Development Authority (IMDA) (https://www.imda.gov.sg/for-industry/Sectors/E-Commerce) Personal Data Protection Commission (PDPC) (https://www.pdpc.gov.sg/) Ministry of Trade and Industry (MTI) (https://www.mti.gov.sg/) 	Regulates ecommerce sector, enforces data protection, and supports digital economy growth.
Japan	<ul style="list-style-type: none"> Ministry of Economy, Trade and Industry (METI) (https://www.meti.go.jp/english/policy/economy/consumer_policy/) Personal Information Protection Commission (PPC) (https://www.ppc.go.jp/en/) Consumer Affairs Agency (CAA) (https://www.caa.go.jp/en/) 	Governs online transactions, consumer rights, and personal data protection in ecommerce.
Brazil	<ul style="list-style-type: none"> National Consumer Secretariat (SENACON) (https://www.gov.br/mj/pt-br/assuntos/seus-direitos/consumidor) Autoridade Nacional de Proteção de Dados (ANPD) (https://www.gov.br/anpd/) Ministry of Justice and Public Security MJSP (https://www.gov.br/mj/) 	Oversees consumer rights, ecommerce fairness, and enforcement of privacy and protection laws.
India	<ul style="list-style-type: none"> Ministry of Consumer Affairs (MoCA) (https://consumeraffairs.nic.in/) Ministry of Electronics and Information Technology (MeitY) (https://www.meity.gov.in/) Competition Commission of India (CCI) (https://www.cci.gov.in/) 	Regulates ecommerce through consumer protection rules, data governance, and fair competition enforcement.

China	<ul style="list-style-type: none"> • State Administration for Market Regulation (SAMR) (http://www.samr.gov.cn/) • Cyberspace Administration of China (CAC) (http://www.cac.gov.cn/) • Ministry of Commerce (MOFCOM) (http://english.mofcom.gov.cn/) 	Oversees online business conduct, digital advertising, data security, and cross-border ecommerce rules.
South Africa	<ul style="list-style-type: none"> • National Consumer Commission (NCC) (https://www.thencc.gov.za/) • Information Regulator South Africa (https://www.justice.gov.za/inforeg/) • Department of Trade, Industry and Competition (DTIC) (http://www.thedtic.gov.za/) 	Enforces fair trading, consumer rights, and data privacy regulations in ecommerce transactions.
United Arab Emirates	<ul style="list-style-type: none"> • Ministry of Economy ,Ài Consumer Protection Department (https://www.economy.ae/) • Telecommunications and Digital Government Regulatory Authority (TDRA) (https://tdra.gov.ae/) • Department of Economic Development (https://ded.abudhabi.ae/) 	Regulates ecommerce consumer practices, online communications, and digital licensing across the UAE.
Germany	<ul style="list-style-type: none"> • Federal Network Agency (Bundesnetzagentur) (https://www.bundesnetzagentur.de/EN/) • Federal Ministry of Justice (BMJ) (https://www.bmj.de/EN/) • Federal Commissioner for Data Protection and Freedom of Information (BfDI) (https://www.bfdi.bund.de/EN/) 	Oversees telecommunications, consumer protection in digital services, and GDPR data privacy enforcement.
France	<ul style="list-style-type: none"> • Directorate General for Competition, Consumer Affairs and Fraud Control (DGCCRF) (https://www.economie.gouv.fr/dgccrf) • Commission Nationale de l'Informatique et des Libertés (CNIL) (https://www.cnil.fr/en) • Ministry for the Economy and Finance (https://www.economie.gouv.fr/) 	Regulates ecommerce consumer rights, advertising standards, and enforces digital privacy laws like GDPR.
Italy	<ul style="list-style-type: none"> • Italian Competition Authority (AGCM) (https://www.agcm.it/en/) 	Oversees fair competition, privacy regulation, and ecommerce trade promotion

	<ul style="list-style-type: none"> • Garante per la protezione dei dati personali (GPDP) (https://www.garanteprivacy.it/web/guest/home) • Ministry of Economic Development (MISE) (https://www.mimit.gov.it/) 	and compliance.
Mexico	<ul style="list-style-type: none"> • Federal Consumer Protection Agency (PROFECO) (https://www.gob.mx/profeco) • Federal Institute for Access to Information and Data Protection (INAI) (https://home.inai.org.mx/) • Federal Telecommunications Institute (IFT) (https://www.ift.org.mx/) 	Enforces consumer rights, data privacy, and online communications rules for ecommerce businesses.
South Korea	<ul style="list-style-type: none"> • Korea Fair Trade Commission (KFTC) (https://www.ftc.go.kr/) • Personal Information Protection Commission (PIPC) (https://www.pipc.go.kr/) • Ministry of Science and ICT (MSIT) (https://english.msip.go.kr/english/main/main.do) 	Regulates online marketplace fairness, protects consumer data, and governs digital business operations.
Netherlands	<ul style="list-style-type: none"> • Authority for Consumers and Markets (ACM) (https://www.acm.nl/en) • Dutch Data Protection Authority (Autoriteit Persoonsgegevens) (https://autoriteitpersoonsgegevens.nl/en) 	Supervises fair trade, consumer protection, and enforces privacy rules including GDPR compliance in ecommerce.
Sweden	<ul style="list-style-type: none"> • Swedish Consumer Agency (Konsumentverket) (https://www.konsumentverket.se/english/) • Swedish Authority for Privacy Protection (IMY) (https://www.imy.se/en/) 	Oversees consumer rights and data privacy in ecommerce, focusing on fair business practices and transparency.
Norway	<ul style="list-style-type: none"> • Norwegian Consumer Authority (Forbrukertilsynet) (https://www.forbrukertilsynet.no/english) • Norwegian Data Protection Authority (Datatilsynet) (https://www.datatilsynet.no/en/) 	Monitors online business practices and protects consumers' digital rights and privacy in the ecommerce sector.
Ireland	<ul style="list-style-type: none"> • Competition and Consumer Protection Commission (CCPC) (https://www.ccpc.ie/) • Data Protection Commission (DPC) (https://www.dataprotection.ie/) 	Enforces rules on fair trading and online transparency, while regulating personal data use under GDPR.
Malaysia	<ul style="list-style-type: none"> • Ministry of Domestic Trade and Consumer Affairs (KPDN) (https://www.kpdn.gov.my/) 	Regulates ecommerce conduct, consumer protection, digital advertising,

	<ul style="list-style-type: none"> Malaysian Communications and Multimedia Commission (MCMC) (https://www.mcmc.gov.my/) Department of Personal Data Protection (JPDP) (https://www.pdp.gov.my/) 	and data privacy compliance in Malaysia.
Indonesia	<ul style="list-style-type: none"> Ministry of Trade (Kemendag) (https://www.kemendag.go.id/en) Ministry of Communication and Information Technology (Kominfo) (https://www.kominfo.go.id/) Indonesia Data Protection Authority (Draft Authority under PDP Law) (https://www.kominfo.go.id/) 	Oversees ecommerce regulations on trade fairness, digital communication, and emerging personal data protections.
Philippines	<ul style="list-style-type: none"> Department of Trade and Industry (DTI) (https://www.dti.gov.ph/) National Privacy Commission (NPC) (https://www.privacy.gov.ph/) Department of Information and Communications Technology (DICT) (https://dict.gov.ph/) 	Regulates ecommerce consumer protections, personal data use, and digital platform operations.
Vietnam	<ul style="list-style-type: none"> Ministry of Industry and Trade (MOIT) (https://moit.gov.vn/web/web-english/) Authority of Information Security (AIS) (https://ais.gov.vn/) Vietnam E-commerce and Digital Economy Agency (iDEA) (http://www.idea.gov.vn/) 	Monitors ecommerce activities, protects digital consumers, and promotes secure electronic transactions.
Kenya	<ul style="list-style-type: none"> Communications Authority of Kenya (CA) (https://www.ca.go.ke/) Office of the Data Protection Commissioner (ODPC) (https://www.odpc.go.ke/) Competition Authority of Kenya (CAK) (https://www.cak.go.ke/) 	Enforces ecommerce standards in advertising, competition, and personal data protection in Kenya, "s growing digital economy.
Nigeria	<ul style="list-style-type: none"> Federal Competition and Consumer Protection Commission (FCCPC) (https://fccpc.gov.ng/) National Information Technology Development Agency (NITDA) 	Governs consumer protection, ICT regulations, and ecommerce practices in Nigeria, "s online marketplace.

	<p>(https://nitda.gov.ng/)</p> <ul style="list-style-type: none"> • Nigerian Communications Commission (NCC) (https://www.ncc.gov.ng/) 	
Poland	<ul style="list-style-type: none"> • Office of Competition and Consumer Protection (UOKiK) (https://uokik.gov.pl/home.php) • Personal Data Protection Office (UODO) (https://uodo.gov.pl/en) 	Regulates fair market practices and protects personal data in ecommerce operations.
Czech Republic	<ul style="list-style-type: none"> • Czech Trade Inspection Authority (CTIA) (https://www.coi.cz/en/) • Office for Personal Data Protection (UOOU) (https://www.uoou.cz/en/) 	Monitors digital consumer protection and enforces GDPR-related privacy standards.
Romania	<ul style="list-style-type: none"> • National Authority for Consumer Protection (ANPC) (https://anpc.ro/) • National Supervisory Authority for Personal Data Processing (ANSPDCP) (https://www.dataprotection.ro/) 	Oversees online consumer rights and data protection in ecommerce platforms.
Argentina	<ul style="list-style-type: none"> • National Directorate for Consumer Defense and Consumer Arbitration (https://www.argentina.gob.ar/produccion/defensadelconsumidor) • Agency for Access to Public Information (AAIP) (https://www.argentina.gob.ar/aaip) 	Regulates digital commerce practices, advertising standards, and protects users' personal data.
Colombia	<ul style="list-style-type: none"> • Superintendence of Industry and Commerce (SIC) (https://www.sic.gov.co/) • MinTIC - Ministry of Information Technologies and Communications (https://www.mintic.gov.co/portal/inicio/) 	Oversees ecommerce activity, promotes cybersecurity, and protects consumer rights in online transactions.
Chile	<ul style="list-style-type: none"> • National Consumer Service (SERNAC) (https://www.sernac.cl/) • Chilean Transparency Council (CPLT) (https://www.consejotransparencia.cl/) 	Supervises ecommerce trade fairness, protects consumers, and promotes responsible data handling.
Peru	<ul style="list-style-type: none"> • National Institute for the Defense of Free Competition and the Protection of Intellectual Property (INDECOPI) (https://www.indecopi.gob.pe/) • Autoridad Nacional de Protección de Datos Personales (ANPDP) (https://www.gob.pe/anpd). 	Regulates fair competition, digital consumer rights, and data privacy in ecommerce environments.

Summary:

Meeting regulatory expectations across regions is essential for maintaining trust, accountability, and stability. Compliance is not optional - **it is a legal obligation and a condition of using Reach**. Failure to comply can lead to serious consequences, including enforcement action, significant financial penalties, and restrictions imposed by governing authorities. While laws vary by jurisdiction, their core aims are consistent: protecting individuals, promoting transparency, and ensuring ethical conduct. A structured, well-managed approach is critical to meeting these obligations fully and confidently.