

Things to remember when..... **CREATING A COMPANY WEB SITE**



Creating a web site for your company can be a valuable and interesting learning experience and has the potential for stimulating sales interest in your products or services. However, companies should remember that the internet is accessible worldwide and therefore you must follow these guidelines when building your site.

What you must include on the home page of your site:

- ☐ Company name including 'a branch of Young Enterprise
- ☐ An explanation that the company is part of the Young Enterprise scheme
- ☐ The date at which the company will be wound up (The Company liquidation date)
- ☐ Your school/college/university name

What you must include somewhere within your site:

- ☐ A link to the Young Enterprise web site (www.young-enterprise.org.uk)
- ☐ Acknowledgement of use of materials for which proper authorisation has been granted (icons, images, background, clipart etc.)

What you may include on your site as long as permission has been granted by the relevant people:

- ☐ Pictures of company members
- ☐ Names and links to your business advisers' companies

What you must not include on your site:

- ☐ Student personal contact details
- ☐ Any material that could be considered offensive and which could damage the image and reputation of Young Enterprise or any links to external sites containing such material
- ☐ Any material which might potentially damage the reputation of any individual or groups of individuals
- ☐ Any materials for which proper authorisation has not yet been granted

Insurance/Trading restrictions:

Young Enterprise companies trading on the internet are subject to the same trading restrictions as Young Enterprise companies trading in other ways. In particular, please note that:

☒ Young Enterprise companies are **only permitted** to use electronic or telephone bank accounts or on-line payment providers **approved by Young Enterprise**. There are two main reasons for this:

1. As Young Enterprise companies are not registered at Companies House and have the legal status of being a branch of Young Enterprise, they cannot legally register for these services as they are not independent companies.

2. The terms and conditions of **business** banking and electronic payment service providers require users to be eighteen or over.

☒ Because of the cost and prevalence of litigation in North America, Young Enterprise does not cover trading with or within the USA or Canada. Any orders received from these countries will be (politely) rejected.

☒ All companies selling over the internet must comply with the Distance Selling Regulations 2000. You can find out more about these at <http://www.offt.gov.uk/business/legal/dsr>

General

Young Enterprise companies can find instructions on how to link their site from the Company Programme website to the Young Enterprise website within the student section. Young Enterprise retains the right to remove the link to sites failing to follow the guidance above. Your Website must be closed down at the time of liquidation.