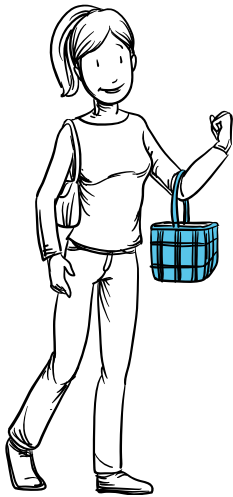


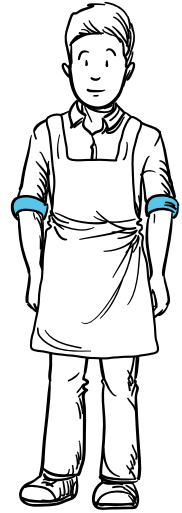
TOP TIPS WHEN WRITING YOUR CONTRACT TERMS

AT-A-GLANCE GUIDE



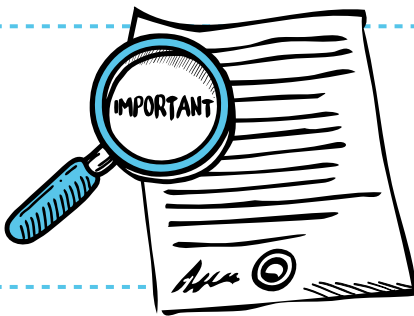
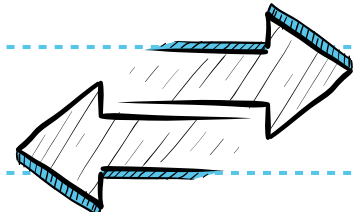
When writing your terms, put yourself in your **customers' shoes** – think about how they might read and access them.

Here are some of the key things to consider to help you communicate with your customers clearly and avoid unnecessary disputes:



- Respect your **customer's interests**, don't use terms you wouldn't like to sign up to yourself.

- **Avoid ambiguity** – ensure that your terms are not open to a number of different interpretations.



- Be **open and fair** – don't hide important wording or use 'small print' that might surprise or mislead your customer.

Wording that has a significant impact for customers should be particularly drawn to their attention.

- Use **ordinary words** and avoid legal jargon or technical language. Put yourself in your customers' shoes to make sure the effect of the term is likely to be understood by them.

AN UNFAIR TERM IS NOT LEGALLY BINDING ON YOUR CUSTOMER. ENFORCERS CAN ALSO TAKE ACTION TO STOP YOU USING IT.



- Consider whether your written contract is **reader-friendly** (for example, are terms legible? Are short sentences and subheadings used?).

- Consider whether terms describing the contract's main subject matter and those setting the price (i.e. the essential obligations of the contract) are specifically **brought to the customer's attention** as well as easy to understand.

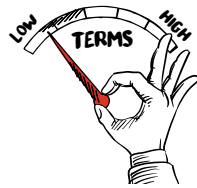
- Take particular care with terms that could potentially **work against your customer**, for example:



- Terms that limit your liability if things go wrong



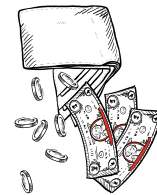
- Terms that transfer risks to your customer that they can't control



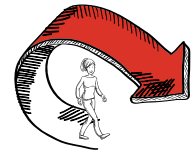
- Terms that allow you to make changes to the contract



- Terms that allow you to keep deposits and advance payments



- Terms that impose financial sanctions on your customer (eg cancellation fees)



- Terms that automatically renew your customer's contract.



HAVING **CLEAR** AND **FAIR** TERMS IN YOUR CONTRACT WILL

- **SAVE YOU TIME**
- **HELP PREVENT DISPUTES AND REPUTATIONAL DAMAGE**
- **PROTECT YOUR BUSINESS IF SOMETHING GOES WRONG**

WANT TO KNOW MORE

[Introductory guide](#) – click here for an overview of some of the key things you need to know about unfair terms.

[Individual guides](#) – see our other guides on contract terms that may be unfair.