

Essential eCommerce Compliance Checklist

Category	Compliance Requirement	✓
Register Your Business	Choose a business structure (LLC, Corporation, Sole Proprietor)	<input type="checkbox"/>
	Register your business with your state authority	<input type="checkbox"/>
Obtain an EIN	Required for hiring, taxes, and bank accounts	<input type="checkbox"/>
Business Licenses & Permits	General business license, reseller's permit, or home occupation permit (depending on location)	<input type="checkbox"/>
Privacy Policy	Comply with GDPR (EU) and/or CCPA (California)	<input type="checkbox"/>
	Disclose data collection, usage, and sharing practices	<input type="checkbox"/>
Terms & Conditions	Include user responsibilities, payment terms, and dispute resolution	<input type="checkbox"/>
Return & Refund Policy	Clearly define your return and refund policy in compliance with FTC regulations	<input type="checkbox"/>
Shipping Policy	Specify delivery times, shipping costs, and handling timeframes	<input type="checkbox"/>
Disclaimers	Include product, health, or results disclaimers as applicable	<input type="checkbox"/>
Sales Tax Collection	Follow nexus rules by state (physical/economic)	<input type="checkbox"/>
	Use tools like Avalara or TaxJar to automate tax collection	<input type="checkbox"/>
Sales Tax Filing	File regular returns—even if no tax is due	<input type="checkbox"/>
Marketplace Facilitator Rules	Understand platform-specific tax collection policies (Amazon, Etsy, etc.)	<input type="checkbox"/>
PCI-DSS Compliance	Use secure, PCI-compliant gateways like Stripe, Square, or PayPal	<input type="checkbox"/>
SSL Certificate	Install HTTPS for secure data transfer and user trust	<input type="checkbox"/>
Data Breach Protocol	Have a breach notification plan in place (timelines required by law)	<input type="checkbox"/>
FTC Compliance	Avoid false claims, misleading ads, and undisclosed sponsorships	<input type="checkbox"/>
ADA Accessibility	Follow WCAG 2.1 AA guidelines to make your site accessible	<input type="checkbox"/>
Age Restrictions (COPPA)	If marketing to children under 13, comply with COPPA regulations	<input type="checkbox"/>
CAN-SPAM Act Compliance	Include opt-out options in emails; avoid misleading subject lines	<input type="checkbox"/>
SMS Marketing (TCPA)	Get written consent before sending texts; honor all opt-outs	<input type="checkbox"/>
Affiliate Disclosure	Clearly disclose affiliate partnerships per FTC guidelines	<input type="checkbox"/>
Business Insurance	Consider general liability, product liability, and cyber liability insurance	<input type="checkbox"/>
Copyright & Trademark	Register your brand assets; avoid using unlicensed content	<input type="checkbox"/>
Recordkeeping	Maintain financial, customer, and tax records	<input type="checkbox"/>