

CHECKLIST

Your webshop ready for launch

What is legally required and what we strongly recommend.
Including the new rules of 2025 and 2026.

In this checklist:

- Company details, privacy and cookies
- General terms and conditions
- Product pages and prices
- Ordering and payment
- Cooling-off, withdrawal button and returns
- Delivery, guarantee and administration
- Accessibility, technology and Google
- Testing before launch

BEFORE YOU START

How this checklist works

Go through the list with us before your webshop goes live. Tick off what's done. Unsure about an item? Leave it open and ask us.

What do the labels mean?

Required

Always required by law. If it's missing, you risk a fine or a claim.

Required if...

Required in a specific situation. The item states when it applies to you.

Recommended

Not legally required, but it prevents problems and wins more customers.

Website or webshop?

This list contains everything from the Website checklist plus the rules for selling online to consumers. So you only need one list.

Please note

This checklist is based on Dutch and EU rules as of October 2026. Article references are to Dutch law (DCC = Dutch Civil Code). It is a practical aid, not legal advice. If in doubt about your terms or a specific situation, consult a lawyer.

1 Company details on the site

Visitors must be able to see who they are dealing with in one click. Put this in the footer and on the contact page.

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- ☐ **Company name**
 The name registered with the Chamber of Commerce (KvK). For a BV or foundation, also the statutory name.
Art. 3:15d DCC

Required

 - ☐ **Business address**
 The address where your business is located. A PO box is not enough. Working from home? You still need to list an address.
Art. 3:15d DCC

Required

 - ☐ **Chamber of Commerce (KvK) number**
 Clearly visible, for example in the footer.
Art. 3:15d DCC, Trade Register Decree

Required

 - ☐ **VAT identification number**
 You sell online, so your VAT ID must be on the site. Use the VAT ID (NL...B01), never your VAT tax number (omzetbelastingnummer).
Art. 3:15d DCC

Required

 - ☐ **Email address**
 An address where you can be reached quickly and directly. A contact form alone is not enough.
Art. 3:15d DCC

Required

 - ☐ **Profession and supervision**
 Applies to regulated professions (e.g. lawyer, doctor, estate agent): list your professional title, professional body and supervisory authority.
Art. 3:15d DCC

Required if...

 - ☐ **Phone number and opening hours**
 Builds trust and generates more enquiries. Keep name, address and phone identical to your Google Business Profile.

Recommended
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2 Privacy (GDPR)

Do you collect names, email addresses or other data through the site? Then the GDPR applies.

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|--------------------------|--|------------------------------|
| ☐ | <p>Privacy statement</p> <p>A separate page, accessible from every page. It explains who you are, what data you collect, why, how long you keep it, who you share it with and what rights visitors have.</p> <p>GDPR art. 13</p> | <p>Required</p> |
| ☐ | <p>Only ask for what you need</p> <p>Forms only request data you actually need. No mandatory date-of-birth or phone field without a reason.</p> <p>GDPR art. 5</p> | <p>Required</p> |
| ☐ | <p>Secure connection (https)</p> <p>A valid SSL certificate across the whole site. Forms sent over an insecure connection are not 'appropriate security'.</p> <p>GDPR art. 32</p> | <p>Required</p> |
| ☐ | <p>Data processing agreements</p> <p>With every party that processes personal data for you: hosting, email, newsletter, form or automation tools, payment services, fulfilment and accounting.</p> <p>GDPR art. 28</p> | <p>Required</p> |
| ☐ | <p>Newsletter only with consent</p> <p>A box the customer ticks themselves (not pre-ticked) and an unsubscribe link in every email. You may email existing customers about similar products, provided they could already opt out when ordering.</p> <p>Dutch Telecommunications Act art. 11.7</p> | <p>Required</p> |
| ☐ | <p>Record of processing activities</p> <p>Applies if you process personal data regularly; according to the Dutch Data Protection Authority, that is true for almost every business. A simple spreadsheet is often enough.</p> <p>GDPR art. 30</p> | <p>Required if...</p> |

3

Cookies and tracking

Do you use Google Analytics, Meta Pixel, YouTube videos or other third-party scripts? Then these points matter.

- ☐ **Consent first, then load** Required if...
 Applies to cookies and scripts that track or advertise. They may only load after the visitor says 'yes'. Functional cookies and privacy-friendly statistics are allowed without consent, but you must inform visitors about them.
Dutch Telecommunications Act art. 11.7a
- ☐ **Rejecting as easy as accepting** Required
 A 'Reject' button in the same place and as prominent as 'Accept'. No pre-ticked boxes.
Dutch Data Protection Authority guidance
- ☐ **Cookie statement** Required
 Which cookies are used, why, how long they last and which party sets them. Visitors must be able to change their choice later.
Dutch Telecommunications Act art. 11.7a
- ☐ **Google Consent Mode v2** Recommended
 Not a law, but a Google requirement for measuring and advertising with GA4 and Google Ads in Europe.

4

General terms and conditions

- ☐ **Provide the terms before ordering** Required if...
 Applies if you use general terms (recommended). Customers must be able to read and save them before ordering, for example as a PDF. Link them in the checkout and attach them to the order confirmation.
Art. 6:234 DCC
- ☐ **No more link to the ODR platform** Required
 The EU online dispute platform closed on 20 July 2025. Remove the link from your footer and terms; a dead link can be misleading.
Regulation (EU) 2024/3228



Complaints procedure

Describe how customers can file a complaint and within what period you respond.

Recommended

5

Product pages and prices



Price including VAT and all costs

The price the customer sees is the price they pay, including VAT and all unavoidable costs.

Art. 6:230m DCC, Price Indication Decree

Required



Shipping costs clear in advance

Visible before checkout, for example on the product page or a shipping page.

Art. 6:230m DCC

Required



Main characteristics

What the customer is buying: size, material, contents, how it works. Enough to make a good choice.

Art. 6:230m DCC

Required



Honest discounts

Applies if you show a 'was/now' price: the 'was' price is the lowest price of the past 30 days.

Omnibus Directive, Price Indication Decree

Required if...



Product safety (GPSR)

Applies to consumer products (not food). On the product page: name plus postal and email address of the manufacturer, an EU responsible person if the manufacturer is outside the EU, product identification (image, type, model or batch) and warnings in the consumer's language. Selling under your own brand? Then you are the manufacturer.

Regulation (EU) 2023/988, art. 19

Required if...

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| ☐ | Legal guarantee notice
Required since 27 September 2026 when selling goods: the standard EU notice on the legal guarantee, clearly visible before purchase. If the manufacturer offers a durability guarantee, also the GARAN label.
<small>Directive (EU) 2024/825</small> | Required if... |
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| ☐ | Age verification
Applies to alcohol, tobacco, vapes and other age-restricted products: check at ordering and at delivery.
<small>Dutch Alcohol Act, Tobacco Act</small> | Required if... |
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Ordering and payment

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| ☐ | Clear steps and an overview
The customer sees the steps, gets an overview before ordering and can still correct mistakes.
<small>Art. 6:227b DCC</small> | Required |
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| ☐ | Information right before the order button
Total price, delivery time, payment methods, whether there is a right of withdrawal and who pays return costs.
<small>Art. 6:230m and 6:230v DCC</small> | Required |
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| ☐ | Order button with obligation to pay
The button clearly states the customer must pay: 'Order with obligation to pay' or similar, such as 'Buy now' or 'Order and pay'. Just 'Next' or 'Finish' is not allowed. In a Dutch-language shop, use Dutch wording.
<small>Art. 6:230v(3) DCC</small> | Required |
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| ☐ | No pre-ticked extras
Insurance, gift wrapping or faster delivery? Only if the customer ticks it themselves.
<small>Art. 6:230i DCC</small> | Required |
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| ☐ | Max. 50% payment in advance
You may not require a consumer to pay more than half in advance. Full prepayment is only allowed if the customer chooses it. Have your terms checked on this.
<small>Art. 7:26(2) DCC</small> | Required |
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- ☐ **No surcharge for the payment method** Required
No extra fees for iDEAL, debit card or credit card.
Surcharge ban (PSD2)
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- ☐ **Don't block EU customers** Required
Don't refuse or automatically redirect customers from other EU countries.
You may choose to deliver only in the Netherlands.
Regulation (EU) 2018/302 (geo-blocking)
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- ☐ **Confirmation by email** Required
After the order (at the latest on delivery) a confirmation with all order details, the terms and the model withdrawal form.
Art. 6:230v(7) DCC
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- ☐ **Guest checkout** Recommended
Not required, but a mandatory account is one of the biggest reasons customers abandon their order.
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7

Cooling-off period and returns

This is where most changed: since 19 June 2026 the withdrawal button is mandatory. WooCommerce has no such button by default; a plugin or custom work is needed.

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- ☐ **14-day cooling-off period** Required
From the moment the customer receives the product. Exceptions (custom-made, perishable, sealed hygiene products once opened) must be stated in advance.
Art. 6:230o and 6:230p DCC
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- ☐ **Withdrawal button** Required
A clearly labelled button, for example 'Withdraw from contract', easy to find during the whole cooling-off period. No mandatory account, login, phone call or chat. Only ask for data that is truly needed: name, order number, email.
Art. 6:230oa DCC
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- ☐ **Immediate acknowledgement**
 After using the button, the customer immediately receives a confirmation stating the date and time.
Art. 6:230oa DCC

Required

 - ☐ **Model withdrawal form**
 Available on the site and sent with the confirmation. This comes in addition to the button, not instead of it.
Art. 6:230m DCC

Required

 - ☐ **Refund within 14 days**
 Including standard shipping costs. You may wait until you have the product back or receive proof of shipment.
Art. 6:230r DCC

Required

 - ☐ **Return costs for the customer**
 Only allowed if you clearly stated this before the order.
Art. 6:230s DCC

Required if...
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Delivery, guarantee and administration

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- ☐ **Deliver within 30 days**
 Unless you agreed otherwise with the customer.
Art. 7:9 DCC

Required

 - ☐ **Risk until the front door**
 Parcel lost or damaged in transit? That is your risk, not the customer's.
Art. 7:11 DCC

Required

 - ☐ **Legal guarantee**
 A product must do what the customer may reasonably expect. You may offer your own guarantee on top, never instead of the legal one.
Art. 7:17 DCC

Required

 - ☐ **Invoices and records**
 Invoices showing your VAT ID. Keep your records for 7 years.
Dutch VAT Act, art. 52 AWR

Required
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- ☐
VAT on EU sales

Required if...
- Applies above €10,000 per year to consumers in other EU countries: VAT of the customer's country, declared via the OSS scheme.
- Dutch VAT Act

- ☐
Packaging

Required if...
- Applies if you put packaged products on the Dutch market yourself (own brand or import). Check your reporting and payment obligation with Afvalfonds Verpakkingen.
- Packaging Management Decree

9 Accessibility

About 1 in 5 people in the Netherlands has a disability. An accessible site works for them, and often better for everyone.

- ☐
Accessible webshop (European Accessibility Act)

Required if...
- Applies since 28 June 2025 to webshops selling to consumers, unless you are a micro-enterprise (fewer than 10 employees and no more than €2 million turnover or balance sheet total). Standard in practice: WCAG 2.1 level AA. The ACM actively enforces this.
- Directive (EU) 2019/882

- ☐
Accessibility information

Required if...
- Applies if the EAA covers you: explain on the site how your webshop meets the accessibility requirements (for example in an accessibility statement or your terms).
- Directive (EU) 2019/882, Annex V

- ☐
Get the basics right

Recommended
- Alt text on images, sufficient colour contrast, everything operable by keyboard, labelled form fields, readable font sizes. Even when not required: it makes your site usable for everyone.

- ☐
Run a quick test

Recommended
- Use the free check at ismijnsitetoegankelijk.nl for a first impression.

10

Texts, images and claims



No misleading claims

Required

Everything you promise must be true and provable: 'the cheapest', 'no. 1', 'delivered within 24 hours'.

Art. 6:193a et seq. DCC



Back up sustainability claims

Required

Stricter rules since 27 September 2026. General claims like 'green' or 'eco-friendly' only with proof, no 'CO₂-neutral' based on offsetting and no self-made sustainability labels.

Directive (EU) 2024/825



Show reviews honestly

Required if...

Applies if you display reviews. State whether and how you check that they come from real customers. Fake reviews, or showing only positive ones, are prohibited.

Omnibus Directive



Rights to photos, texts and video

Required

Only images and texts you created yourself or hold a licence for. Check the licence for stock photos too.

Dutch Copyright Act



Host fonts locally

Recommended

Load Google Fonts from your own server instead of from Google. No IP addresses go to Google and your site loads faster.

11

Technology and security



Domain name in your name

Recommended

The domain is registered to your own company, not to your web developer. You hold the registrar login.



Automatic backups

Recommended

Daily (for a webshop, preferably more often), stored off the server, at least 30 days back. Test once that restoring actually works.

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- ☐ **Updates**
 WordPress, theme (Flatsome) and plugins kept up to date, with a valid licence. Outdated plugins are the main cause of hacks.

Recommended

 - ☐ **Secure logins**
 Strong passwords, two-factor authentication, a personal account for everyone and as few administrators as possible.

Recommended

 - ☐ **Hosting in the EU**
 Keeps your GDPR position simpler and often makes the site faster for Dutch visitors.

Recommended

 - ☐ **Email set up correctly**
 SPF, DKIM and DMARC configured so order confirmations don't end up in spam.

Recommended
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Visibility in Google

- ☐ **Visible to Google**
 After launch, check: Settings > Reading > 'Discourage search engines' is OFF. This often goes wrong when moving from a test site.

Recommended

 - ☐ **Search Console and sitemap**
 Site added to Google Search Console and the XML sitemap (Rank Math) submitted there.

Recommended

 - ☐ **Unique title and description**
 Every page has its own SEO title and meta description, and one H1 heading.

Recommended

 - ☐ **Redirect old URLs**
 New site with new URLs? Redirect every old URL to the new one with a 301. Otherwise you lose your Google rankings.

Recommended

 - ☐ **Product data for Google**
 Product markup with price, availability, shipping and return policy, so Google can show your products with price and stars.

Recommended
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| ☐ | Filters and variants
Keep filter pages out of the index and give variants one fixed (canonical) URL, so Google doesn't see thousands of duplicate pages. | Recommended |
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| ☐ | Google Merchant Center
Product feed submitted for free listings in Google Shopping. Price and stock in the feed must match the site. | Recommended |
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| ☐ | Speed
Images as WebP, no larger than needed. Check pages in PageSpeed Insights, especially on mobile. | Recommended |
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Testing before launch

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| ☐ | Test order placed
A real order placed with every payment method, refunded, and the return flow completed. Payment provider set to 'live', not 'test'. | Recommended |
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| ☐ | All emails checked
Order confirmation, shipping notice, invoice and withdrawal confirmation: correct text, logo, details and attachments. | Recommended |
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| ☐ | All forms tested
Does the message arrive? Does the customer get a confirmation? Is spam protection on? | Recommended |
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| ☐ | All links and buttons tested
No broken links. A proper 404 page for addresses that don't exist. | Recommended |
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| ☐ | Tested on a phone
Every page checked on a real phone, not just in the preview. | Recommended |
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| ☐ | Favicon and share image
An icon in the browser tab and a proper image when someone shares a page via WhatsApp or LinkedIn. | Recommended |
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☐ **Analytics working**

GA4 tracks visits and enquiries and orders with revenue, only after consent via the cookie banner.

Recommended

☐ **Own login and manual**

The client has their own account (no shared password) and knows how to edit texts and images.

Recommended

HANDY

Cheat sheet

The required items at a glance.

Item	What must be there or work?
Company details	Name, address, KvK number, VAT ID and email on the site.
Privacy and cookies	Privacy statement, cookie banner, processing agreements.
Prices	Including VAT and all costs; discount = lowest price of 30 days.
Product page	Characteristics, GPSR details, guarantee notice.
Order button	'Order with obligation to pay' or similar.
Confirmation	Email with details, terms and model withdrawal form.
Withdrawal button	No account needed, immediate confirmation with date and time.
Refunds	Within 14 days, including standard shipping costs.
Accessibility	WCAG 2.1 AA, unless you are a micro-enterprise.
ODR link	Remove it: the platform no longer exists.

New since 2025

Since	Rule	What does it mean?
28 June 2025	European Accessibility Act	Webshops must be accessible (not for micro-enterprises).
20 July 2025	ODR platform closed	Remove the link to the dispute platform.
19 June 2026	Withdrawal button	Withdrawing online must be as easy as ordering.
27 Sept. 2026	Sustainability and guarantee	Stricter green claims, mandatory guarantee notice.

Stuck, or want us to go through the list for you? Email us the name of your webshop and the items still open.

Meerman Online Marketing Bureau · info@meerman-webdesign.nl

More information: acm.nl, business.gov.nl, kvk.nl and autoriteitpersoonsgegevens.nl. Status: October 2026.