

Web Site Risk Exposure Checklist

For:

Date:

Conducted by:

Tel:

There are a wide variety of exposure issues presented by Web sites. This checklist examines select issues that should be reviewed when auditing your commercial site.

SECURITY ISSUES:

With identity theft on the rise, security is critical. Consider the following:

- Compliance with the Data Protection Act.
- What is your procedure for collecting and using information? Who has access to it?
- How will you authenticate credit card information?
- Create and post a written privacy policy.
- Transfer liability to a third party vendor.
- Create and let all staff know procedures for unauthorised access to a database.
- Create a procedure for all staff to follow in regard to a virus attack.
- Institute a written procedure for staff to follow regarding network security.

Disclosures, Copyright and privacy:

Disclosures, copyright, and privacy are often overlooked.

Consider the following:

- Does the site include written liabilities or disclaimers for errors or omissions in any material?
- Does the site have proper "cookie" use notification, if cookies are used?
- Does it include your policy on requests for permission of use of materials and links?
- Does the site clearly state ownership and administrative rights of information and media?
- Does it state site and materials copyrighted?
- Does the site include Term of Use agreements?
- Who owns the licence agreements?



ONLINE PURCHASING:

E-commerce can provide you with a revenue source without all the expenses of a building.

Consider the following:

- Is the product easy to order?
- Is the site secure?
- Is the site's security stated?
- Is there an acknowledgement of an order e-mail?
- Is the return policy clearly stated?
- Is there a product recall procedure in place?

Links: Links can be a valuable addition to your Web site. They can provide your users with quick and easy access to information, but they do need maintenance.

Consider the following:

- Are links checked on a regular basis for accuracy?
- Are the links relevant?
- Do you include a description of the link?
- Do you include the full URL for the links?
- Do you provide a disclaimer advising the user they are leaving your site?
- Does the link pull up a new window, or is it framed in your website?
(*Be sure to be clear on how this affects the copyright*)



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MESSAGE AND VISUAL IMPACT:

In addition to adding potential risks, a well-designed and visually appealing website can be an excellent marketing tool to draw a client in. How does your site stack up?

Consider the following:

- Is your domain name and message meaningful?
- Is your homepage attention getting?
- Is the text clear and concise? Avoid company specific "lingo" unfamiliar to outsiders.
- Are the graphics appealing?
- Is the site uncluttered?
- Does the homepage provide the basic information such as your full address and how to contact the company, product information, etc.?
- Is there a title for every page?
- Is the site edited?
- Is the site updated on a regular basis?
- Is the site easy to navigate?
- Is there easy access to Help?
- Do you have a plan to manage website content to keep it up to date?