

*To discover new  
seas you have to  
lose sight of  
familiar shores...*



## A COMMERCIALY TUNED SEMINAR

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“...Well presented,  
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## WEBSITES : THE KEY LEGAL ISSUES

Having an online presence is now an integral part of any business and its branding. Websites and the internet are an essential part of life in the 21st century.

Websites vary in form and content. They can be simple and used to communicate basic information about a business. Alternatively a website can provide specific services such as online sales or provide a social networking forum. Various legal issues need to be considered from when a website is created, to when it is launched and operating.

This seminar is designed to provide a practical overview of the key legal issues in relation to websites:

- Examination of key legal issues to consider when engaging a website developer to develop a website;
- Examination of intellectual property issues and other key legal issues (such as defamatory content) in relation to operating a website (including websites which contain user generated content);
- Marketing, data protection and privacy statements;
- Selling online.

**3 CPD HOURS**  
Accredited by  
Solicitors Regulation Authority

# PROGRAMME

half day: 2.00pm - 5.15pm

## Registration and coffee

- Introduction, aims and objectives
- Developing a website
  - Domain name
  - Developer's proposal
  - Specification
  - Ownership of intellectual property rights and other legal issues
  - Ancillary services e.g. hosting
  - Design & development agreement

## Tea break

- Websites - key legal issues
  - Information to be provided by website operators
  - Defamation
  - Infringement of third party intellectual property rights
  - Other potential liabilities
  - Basic website terms
  - Acceptable use policy
- Selling online
- Marketing, data protection and privacy statements

## Close of seminar

# VARIOUS LEGAL ISSUES NEED TO BE CONSIDERED WHEN A WEBSITE IS FIRST CREATED

On completion of the seminar, delegates will be in a better position to understand key:

- Legal issues when commissioning the development of a website;
- Legal issues arising out of operation of a website;
- Points to include in website terms and acceptable use policy;
- Legal issues which arise when selling online and the terms which should be included in terms of sale;
- Legal issues in relation to electronic marketing;
- Points to be included in a privacy statement.

## Our Strategy

Our strategy is based on personalised learning, where we aim to develop the competence and confidence of every delegate by actively engaging them in the seminars. Using case studies and practical examples, the delegates will be provided with a thorough grounding in this field and will gain the confidence needed to deliver accurate, effective advice.

# SEMINAR PRESENTER - Yvette Hoskings-James

Yvette Hoskings-James is a solicitor and runs her own legal practice. Prior to setting up her practice she worked as an in-house lawyer for various U.S. multinationals and UK organizations including the National Rivers Authority (now Environment Agency), Foster Wheeler and Halliburton. In her last in-house position, Yvette headed up the European legal function of URS Corporation, a U.S. multinational engineering and environmental consulting organization.

Yvette has gained extensive commercial and legal experience working on business and legal affairs including UK and international multi-million dollar engineering and construction projects, oil and gas projects, joint ventures, IT projects, commercial contracts, risk management and compliance matters, as well as developing and delivering training. She has developed and delivered training on contracts, general commercial law, risk management and governance. Yvette is also the author of *Business Agreements Made Easy* which is a guide for small businesses to commercial and legal issues as well as pitfalls in relation to business agreements.



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### Who should attend?

In-house lawyers, commercial/corporate lawyers.

### Our commitment to you

In order to ensure maximum interaction with delegates, numbers will always be kept to 15 delegates or less per seminar.

Delegates will receive a comprehensive pack, including presenters' slides.

### Continuing Professional Development

EMG Associates is approved as an external course provider by the Solicitors Regulation Authority (SRA) SRA reference No. **DKU/EMGA**.

Attending this seminar qualifies you for 3 CPD hours.

Certificates of attendance will be given to all delegates, so that they may claim appropriate credits in respect of other continuing professional development requirements.

## WEBSITES: THE KEY LEGAL ISSUES

### Our national training venues:

London: 7th Floor, 3 Shortlands, Hammersmith. W6 8DA

Liverpool: Il Palazzo, 7 Water Street. L2 0RD

Manchester: St James court, Brown Street. M2 2JF

Newcastle: The Collingwood Building, Collingwood Street. NE1 1JF

[http://www.emguk.net/ap\\_traininglocations.asp](http://www.emguk.net/ap_traininglocations.asp)

EMG Associates member price: £150 + VAT

Non-member price: £250 + VAT

### Four easy ways to book

**Telephone** us on +44(0)208 822 3321

**Fax** this form to +44(0)208 822 3357

**E-mail** us at [bookings@emguk.net](mailto:bookings@emguk.net)

**Post** this form to Customer Services:  
EMG Associates (UK) Ltd, 7th Floor, 3 Shortlands,  
Hammersmith, London W6 8DA

### Invoice/Payment details

#### NB. Payment must be in Pounds Sterling

I am enclosing my cheque for £.....  
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I am paying by Bank Transfer (Bacs)

**Bank name: NatWest**

**Sort code: 60-50-06**

**Account no: 37664018**

Purchase order: .....

The fee includes refreshments, administration and full documentation. For further enquiries relating to this programme, its content, the venue, or if you have any special requirements, please do not hesitate to call Customer Services on +44(0)208 822 3321.

### Delegate details (Please complete in BLOCK CAPITALS)

Full name: \_\_\_\_\_

Job title: \_\_\_\_\_

E-mail: \_\_\_\_\_

(To enable us to confirm your booking as efficiently as possible, please supply your e-mail address.)

Telephone: \_\_\_\_\_

Special requirements: \_\_\_\_\_

### Invoice details

Name/Company: \_\_\_\_\_

Address: \_\_\_\_\_

No. of employees  1-5  6-10  11-25  
in your organisation:  26-50  51-99  100+

### Booking details

Please see the website for available dates and locations:

[http://www.emguk.net/bp\\_cpddirectory.asp](http://www.emguk.net/bp_cpddirectory.asp)

Course date: \_\_\_\_\_

Course location: \_\_\_\_\_

(For more than one delegate please photocopy this form.)

#### Terms and Conditions

**1.** Confirmation of your booking will be sent by e-mail or post within 3 days of receipt of your booking. A VAT invoice and joining instructions will be sent to you acknowledging your booking. Please contact us if you do not receive this within seven days of booking. Seminar documentation is distributed at the time of the seminar. **2.** Upon receipt of your booking, your place(s) will be confirmed. Any cancellation must be received in writing. The following charges apply in the event of cancellations: Up to 15 days before the event – 10% + VAT; Less than 15 days before the event – 100% +VAT. A substitute delegate can be named at any time before the seminar begins without any charge. **3.** This booking form constitutes a legally binding contract. The delegate and the employer are jointly and severally liable for payment of all fees due to EMG Associates (UK) Limited. To the extent permitted by law, neither EMG Associates (UK) Limited nor its presenters will be liable by reason of breach of contract, negligence or otherwise for any loss or consequential loss occasioned to any person acting, omitting to act or refraining from acting in reliance upon the seminar, material or presentation of the seminar. **4.** Continuing Professional Development hours or points may be claimed from the following professional bodies: The Solicitors Regulation Authority and the Bar Standards Board. **5.** EMG Associates (UK) Limited may periodically contact you with details of seminars that may be of interest to you. Please write to the Customer Services Team if you do not wish to be included in this activity. **6.** It may be necessary for reasons beyond the control of EMG Associates (UK) Limited to change the content and timing of the seminar, the presenter, the date or the venue. In the unlikely event of the seminar being cancelled, EMG Associates (UK) Limited will automatically make a full refund but disclaim any further liability. **7.** EMG Associates (UK) Limited reserves the right to change the timing of the seminar, the presenter and the date and venue due to reasons beyond their control. EMG Associates accept no liability if, for whatever reason, the seminar does not take place.

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