

# Best practices for websites

Websites are now an essential part of business life. Companies, retailers, sole traders, selfemployed professionals and even private individuals set up their own websites to promote themselves, provide information, present their services and products or offer distance selling.

The website also plays an important role in attracting customers and maintaining a relationship with them.

Whether the website is a simple « showcase site » or a « e-commerce site », in the vast majority of cases it involves the collection of personal data through a contact section, an online form, the creation of a customer account or the use of browser cookies.

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