PolicyPass
by AirLegal

SAMPLE REPORT

Legal audit for Indian ecommerce stores

Legal audit report

awesome-ecommerce.in

₹1.7 lakh at risk

if 10 customers take the gaps in this report to consumer court.
15 gaps found across 8 areas of Indian law.

15	11	7	33
gaps to fix	need the owner's answer	OK	checks run

SITE AUDITED
awesome-ecommerce.in

DATE OF SCAN
24 November 2026

PAGES READ
Homepage, Privacy policy, Terms, Shipping policy, Contact, One product page

PREPARED BY
PolicyPass, a product of AirLegal Technologies Pvt Ltd

This is a sample. awesome-ecommerce.in is a made-up site and these are example results, shown so you can see exactly what your own report will contain.

How to read this report

1
Summary. Where the gaps are, area by area, and what they could cost.

2
Findings. Every check: what we found on the site and exactly what to change.

3
Action plan. The fixes in the order to do them, as a checklist.

Gap Something a customer, a regulator or a payment gateway can point to today.

OK The scan found what the rule asks for.

Needs your answer Can't be seen from outside the site. The owner answers Yes or No.

Summary by area

AREA	GAPS	TO ANSWER	OK	WHAT A GAP CAN COST
Returns, refunds and delivery	2	1	1	Refund + ₹10,000 each
Seller identity and grievance	2	1	1	Unfair trade practice
Product listings and labels	2	1	1	₹25,000 an offence
Pricing and dark patterns	1	2	1	₹1 lakh penalty
Payments and checkout	2	2	0	Payments on hold
Data and security	4	1	1	New law, penalty untested
Company and tax	2	1	1	₹1,000 a day
Marketing and messaging	0	2	1	No gaps seen

The three to fix first

1 **Return and refund policy published**
Publish a return, refund and exchange policy and link it in the footer, on product pages and at checkout.

2 **Return window stated in days**
State the return window in days, which items are excluded, and who pays for return shipping.

3 **No false urgency or fake scarcity**
Remove countdowns and low-stock messages unless they come from live stock and real deadlines.

What these gaps could cost

A customer who is refused a refund, or misled about a price or a renewal, can take it to a consumer commission. Filing is online and free for claims under ₹5 lakh, and they don't need a lawyer. You do.

IF THIS MANY CUSTOMERS FILE	REFUNDS	COMPENSATION	YOUR LAWYER	TOTAL
1	₹2,000	₹10,000	₹50,000	**₹62,000**
10	₹20,000	₹1 lakh	₹50,000	**₹1.7 lakh**
50	₹1 lakh	₹5 lakh	₹50,000	**₹6.5 lakh**
100	₹2 lakh	₹10 lakh	₹50,000	**₹12.5 lakh**

How the estimate is worked out

- Refund: ₹2,000 a customer, the sample average order.
- Compensation: about ₹10,000 a customer. Real consumer court orders against app companies ran from ₹5,000 to ₹20,000.
- Lawyer: about ₹50,000 for a district-level case.

Not counted in that figure

- **Seller identity and grievance:** unfair trade practice
- **Product listings and labels:** ₹25,000 an offence
- **Payments and checkout:** payments on hold
- **Data and security:** new law, penalty untested
- **Company and tax:** ₹1,000 a day

An estimate, not a prediction. What happens in any one case depends on the facts. In your own report you set the number of customers and the amount each one paid.

Findings, area by area

Every check that was run, with what was found on awesome-ecommerce.in and what to change.

1. Returns, refunds and delivery

2 gaps

Consumer Protection Act, 2019 and the E-Commerce Rules, 2020

What it can cost: A customer who is refused a refund or never gets an order can go to consumer court. The estimate uses the order value plus ₹10,000 compensation, the middle of the ₹5,000 to ₹20,000 range seen in orders against app companies. Orders against sellers vary.

Return and refund policy published — Gap

WHAT WE FOUND No refund, return or cancellation policy is linked from the homepage or footer, and none exists at the usual addresses.

WHAT TO DO Publish a return, refund and exchange policy and link it in the footer, on product pages and at checkout.

Return window stated in days — Gap

WHAT WE FOUND The site says returns are accepted but gives no number of days.

WHAT TO DO State the return window in days, which items are excluded, and who pays for return shipping.

Shipping and delivery times stated — OK

Found on the pages read. Nothing to change.

No cancellation charge you don't bear yourself — Needs your answer

QUESTION FOR THE OWNER If you charge customers for cancelling, do you bear the same charge when you cancel?

2. Seller identity and grievance

2 gaps

Consumer Protection (E-Commerce) Rules, 2020

What it can cost: Not showing who the seller is, or having no grievance officer, breaks the E-Commerce Rules and is treated as an unfair trade practice under the Consumer Protection Act.

Legal name and address of the seller shown — Gap

WHAT WE FOUND The contact page gives a brand name and an email address. There is no legal name and no postal address.

WHAT TO DO Show the seller's legal name and principal address on your contact page and footer.

Contact email and phone shown — OK

Found on the pages read. Nothing to change.

Grievance officer named with contact details — Gap

WHAT WE FOUND No grievance officer is named on the site.

WHAT TO DO Name a grievance officer with their designation, email and phone on your site.

Complaints acknowledged in 48 hours, resolved in a month — Needs your answer

QUESTION FOR THE OWNER Do you acknowledge every complaint within 48 hours and resolve it within one month?

3. Product listings and labels

2 gaps

Legal Metrology (Packaged Commodities) Rules, 2011 and the E-Commerce Rules, 2020

What it can cost: Legal Metrology Act, 2009: a fine of up to ₹25,000 for a first offence of selling a packaged product without the required declarations, and up to ₹50,000 for a second. The declarations must appear on online listings too.

Country of origin on product pages — Gap

WHAT WE FOUND The product page opened shows no country of origin.

WHAT TO DO Add a country of origin field to every product page.

MRP shown, inclusive of all taxes — OK

Found on the pages read. Nothing to change.

Manufacturer, packer or importer named — Gap

WHAT WE FOUND The product page opened names no manufacturer, packer or importer.

WHAT TO DO Add the name and address of the manufacturer, packer or importer, and the net quantity, to every packaged product page.

Licence numbers shown where the product needs one — Needs your answer

QUESTION FOR THE OWNER If you sell food, cosmetics, electronics or other licensed goods, are the licence or certification numbers shown?

4. Pricing and dark patterns

1 gap

Guidelines for Prevention and Regulation of Dark Patterns, 2023

What it can cost: False urgency, basket sneaking and drip pricing are named dark patterns. The lowest penalty the consumer authority ordered for one in 2026 was ₹1 lakh, and the legal maximum for a first order is ₹10 lakh.

No false urgency or fake scarcity — Gap

WHAT WE FOUND Product pages show "Only 2 left" and a countdown timer. The owner confirmed neither comes from live stock or a real deadline.

WHAT TO DO Remove countdowns and low-stock messages unless they come from live stock and real deadlines.

No pre-ticked add-ons or forced sign-ups — OK

Found on the pages read. Nothing to change.

Checkout total matches the price shown — Needs your answer

QUESTION FOR THE OWNER Is the total at checkout the price shown on the product page, plus only charges disclosed up front?

Reviews are genuine and paid ones are marked — **Needs your answer**

QUESTION FOR THE OWNER Are all reviews on your site from real buyers, with sponsored ones marked?

5. Payments and checkout

2 gaps

RBI rules on card storage and recurring payments, plus payment gateway onboarding requirements

What it can cost: Gateways hold activation, and can pause settlements, until your policy pages are live.

Policy pages gateways ask for — **Gap**

WHAT WE FOUND The refund page is missing. The other pages payment gateways ask for are live.

WHAT TO DO Publish the missing pages. Gateways check for privacy, terms, refund, shipping and contact pages before activating an account.

Refund timeline stated — **Gap**

WHAT WE FOUND The site gives no number of days for a refund to reach the customer.

WHAT TO DO State how many working days a refund takes and how it is paid back.

Card details kept off your servers — **Needs your answer**

QUESTION FOR THE OWNER Do card numbers stay with your payment gateway, never on your own servers?

Notice sent before each recurring charge — **Needs your answer**

QUESTION FOR THE OWNER Does the customer get a notice at least 24 hours before each recurring charge?

6. Data and security

4 gaps

Digital Personal Data Protection Act, 2023, DPDP Rules, 2025 and the CERT-In Directions, 2022

What it can cost: The DPDP Act sets ceilings of ₹250 crore for failing to protect customer data and ₹50 crore for notice and consent failures. No penalties have been ordered under it yet, so the estimate leaves it out.

Privacy notice lists what you collect and why — **Gap**

WHAT WE FOUND The privacy policy is a short generic page. It doesn't list the personal data collected or the purpose for each kind.

WHAT TO DO Publish a privacy policy that lists every kind of personal data you collect and the specific purpose for each, and link it from every page footer.

Consent asked before trackers load — **Gap**

WHAT WE FOUND Google Analytics and Meta Pixel load as soon as the homepage opens. There is no consent banner.

WHAT TO DO Add a consent banner that holds analytics and ad scripts back until the visitor says yes, with a reject button as prominent as accept.

Withdrawing consent is as easy as giving it — **Gap**

WHAT WE FOUND The privacy policy has no section on withdrawing consent, and the site offers no setting or link for it.

WHAT TO DO Say in your privacy policy how consent can be withdrawn, and offer a link or setting that does it in one step.

HTTPS on every page

OK

Found on the pages read. Nothing to change.

Security headers set

Gap

WHAT WE FOUND The server doesn't send Strict-Transport-Security, Content-Security-Policy or X-Frame-Options.

WHAT TO DO Set Strict-Transport-Security, Content-Security-Policy, X-Content-Type-Options and X-Frame-Options on every response.

Process to report incidents to CERT-In

Needs your answer

QUESTION FOR THE OWNER Do you have a written process to report a security incident to CERT-In within 6 hours?

7. Company and tax

2 gaps

Companies Act, 2013, GST law and the Indian Contract Act, 1872

What it can cost: Companies Act, 2013, section 12: ₹1,000 a day up to ₹1 lakh, for the company and each officer.

Legal name, CIN and registered address on the site

Gap

WHAT WE FOUND The footer shows a private limited company name, but no CIN and no registered office address.

WHAT TO DO Add your company's legal name, CIN, registered office address, phone and email to the site footer or contact page.

GSTIN on invoices

Needs your answer

QUESTION FOR THE OWNER If you are registered for GST, is your GSTIN on every invoice?

Terms and conditions published

OK

Found on the pages read. Nothing to change.

Governing law and dispute clause

Gap

WHAT WE FOUND The terms have no clause on governing law, jurisdiction or how disputes are raised.

WHAT TO DO Add a clause naming Indian law, the city whose courts have jurisdiction, and how disputes are raised.

8. Marketing and messaging

No gaps seen

TRAI commercial communication rules and the ASCI advertising code

Claims on the site you can back up

OK

Found on the pages read. Nothing to change.

Unsubscribe link in marketing emails

Needs your answer

QUESTION FOR THE OWNER Does every marketing email carry a working unsubscribe link?

SMS sender registered on DLT

Needs your answer

QUESTION FOR THE OWNER If you send SMS, are your sender ID and templates registered on a DLT platform?

Action plan

The 15 fixes, in the order to do them. Tick them off, then run the audit again.

Fix first: what a customer or a payment gateway can act on today

- [ ] **Return and refund policy published** — Returns, refunds and delivery
  Publish a return, refund and exchange policy and link it in the footer, on product pages and at checkout.
- [ ] **Return window stated in days** — Returns, refunds and delivery
  State the return window in days, which items are excluded, and who pays for return shipping.
- [ ] **No false urgency or fake scarcity** — Pricing and dark patterns
  Remove countdowns and low-stock messages unless they come from live stock and real deadlines.
- [ ] **Policy pages gateways ask for** — Payments and checkout
  Publish the missing pages. Gateways check for privacy, terms, refund, shipping and contact pages before activating an account.
- [ ] **Refund timeline stated** — Payments and checkout
  State how many working days a refund takes and how it is paid back.

Fix next: regulator and contract gaps

- [ ] **Legal name and address of the seller shown** — Seller identity and grievance
  Show the seller's legal name and principal address on your contact page and footer.
- [ ] **Grievance officer named with contact details** — Seller identity and grievance
  Name a grievance officer with their designation, email and phone on your site.
- [ ] **Country of origin on product pages** — Product listings and labels
  Add a country of origin field to every product page.
- [ ] **Manufacturer, packer or importer named** — Product listings and labels
  Add the name and address of the manufacturer, packer or importer, and the net quantity, to every packaged product page.
- [ ] **Privacy notice lists what you collect and why** — Data and security
  Publish a privacy policy that lists every kind of personal data you collect and the specific purpose for each, and link it from every page footer.
- [ ] **Consent asked before trackers load** — Data and security
  Add a consent banner that holds analytics and ad scripts back until the visitor says yes, with a reject button as prominent as accept.
- [ ] **Withdrawing consent is as easy as giving it** — Data and security
  Say in your privacy policy how consent can be withdrawn, and offer a link or setting that does it in one step.

- [ ] **Security headers set** — Data and security
  Set Strict-Transport-Security, Content-Security-Policy, X-Content-Type-Options and X-Frame-Options on every response.

- [ ] **Legal name, CIN and registered address on the site** — Company and tax
  Add your company's legal name, CIN, registered office address, phone and email to the site footer or contact page.

- [ ] **Governing law and dispute clause** — Company and tax
  Add a clause naming Indian law, the city whose courts have jurisdiction, and how disputes are raised.

Still to answer

These 11 checks can't be seen from outside the site. In your own report you answer each with Yes, No or Doesn't apply, and the totals update straight away.

1	If you charge customers for cancelling, do you bear the same charge when you cancel?	Returns, refunds and delivery
2	Do you acknowledge every complaint within 48 hours and resolve it within one month?	Seller identity and grievance
3	If you sell food, cosmetics, electronics or other licensed goods, are the licence or certification numbers shown?	Product listings and labels
4	Is the total at checkout the price shown on the product page, plus only charges disclosed up front?	Pricing and dark patterns
5	Are all reviews on your site from real buyers, with sponsored ones marked?	Pricing and dark patterns
6	Do card numbers stay with your payment gateway, never on your own servers?	Payments and checkout
7	Does the customer get a notice at least 24 hours before each recurring charge?	Payments and checkout
8	Do you have a written process to report a security incident to CERT-In within 6 hours?	Data and security
9	If you are registered for GST, is your GSTIN on every invoice?	Company and tax
10	Does every marketing email carry a working unsubscribe link?	Marketing and messaging
11	If you send SMS, are your sender ID and templates registered on a DLT platform?	Marketing and messaging

How the audit was done

- The scan reads public pages only: the homepage, the policy pages it links to and the headers the server sends.
- It does not log in, submit forms or go through checkout.
- Each check is compared against the law named beside it.

What this report is not

- It is an automated reading, not legal advice on your specific situation.
- It matches wording and page structure, so it can miss things and it can be wrong. Check what was found under each result.
- Sector rules, such as lending, insurance, health, food and medicines, are not covered in detail.

PolicyPass by AirLegal

Want a lawyer to go through your report?

AirLegal works with lawyers who can review your report with you, tell you which gaps matter most for your business and advise on the fixes. Ask from your report.

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