How your information should be presented online

Check how prepared you are to adhere to the Competition and Markets Authority's (CMA) guidance on **how** key information and important, additional information about your home and its services should be presented online, by addressing the statements below.

Presenting information on your website

Your **key information** should be prominently highlighted on your website. Therefore, it should be either:

☐ Prominently displayed on the first page of your care home's website – that is, the main homepage; or

☐ No more than one click away from the main home page

If you are using a **clearly labelled navigation menu**, do your icons/tabs address the following key information areas identified by the CMA:

☐ Funding arrangements – that is, whether you accept self-funded and state-funded residents

☐ Key features about your services

☐ Your latest inspection rating/grade

☐ Surprising or important terms and conditions

☐ Your fees and charges

Your **important, additional information** should be 'easy to find and access', so it should have either:

☐ Clearly labelled icons/tabs on the home page navigation menu – for example, 'other important information you should know about our home') – which take people to a page where the information is clearly set out; or

☐ Prominent and clearly labelled weblinks on your home page that take a potential resident or their representatives to the important, additional information identified by the CMA

> **!**
>
> If your important, additional information is not clearly signposted on your website, or can only be found using an online search facility, you will not be complying with the CMA's guidance on consumer law and will, in the CMA's view, be infringing consumer law. Where you do not comply with consumer law you will be at risk of enforcement action by the CMA and other enforcers of consumer law.

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Do your **clearly labelled icons/tabs** and/or **prominent weblinks** take people to the following important, additional information areas identified by the CMA:

☐ Details of any trial period (including length)

☐ Detailed information about what happens if residents' funding arrangements change while in the home

☐ Your complaints handling procedure

☐ Reasons for ending the contract and any conditions (including notice)

☐ Your trading name and contact details

☐ Information about how your home is regulated and by which regulator

☐ Details of who is registered as running the home and whether there is a registered manager in post (and, if not, the alternative arrangements in place)

☐ Your latest food hygiene rating

☐ Information about contents insurance

☐ Whether residents can bring pets, choose male/female carers and whether you can meet dietary or religious requirements

☐ Where to find copy of your standard T&Cs for self-funders

☐ Information specifically required by sector regulations

☐ Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013

Where you provide information to a third party website you should also ensure that it is truthful and accurate and sufficiently comprehensive. Where you spot any inaccurate information you should take steps to correct it when you become aware of it.

You may want to have a clear procedure for inputting information online and checking it for accuracy, and check that this procedure is being followed. You should also review the information regularly to check that it is still correct. According to the CMA, outdated information could be misleading under consumer law, and where you fail to correct inaccuracies displayed online, you may be infringing consumer law.

If any of your information appears hidden or obscured, you will need to rectify the problem.

To find out more about how information should be presented on your website – with visual examples – see the *Website layout for care homes* booklet on the Business Companion website *[www.businesscompanion.info/focus/care-homes-web-layout]*

How your information should be presented online

Inaccurate information

Has all the information about your home on your website been:

☐ Checked for accuracy

☐ Errors corrected where any were spotted

☐ Kept up to date

Presenting information on small devices

When a potential resident and their representatives are looking for information about your home using a smaller electronic device, such as a tablet or mobile phone, does your key information appear:
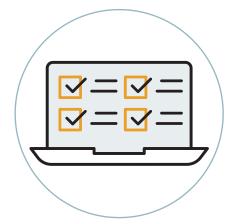
☐ No more than one 'click', or tap, away after pressing a 'menu' icon to access your key information – for example, using clearly labelled icons/tabs from which the key information is directly accessible

☐ Clearly, prominently and free of obstructions

Larger care home operators with more than one home

As a larger care home operator, are you:

☐ Making sure that key information about each individual home you run is no more than one click away from the first page of that specific home's subsite/profile, where you have a corporate website that links to subsites/profiles for individual care homes you operate

"You may want to have a clear procedure for inputting information online and checking it for accuracy."