

[Skip to content](#)



[Services](#)[How It Works](#)[Pricing](#)[Resources](#)[About](#)[Enquire](#)

[Services](#)[VeraCrest](#)[Site Audit](#)[Skill Train](#)[Review](#)[Radar](#)[Care Sense](#)[Duty Audit](#)

Checklist

Checkout Price Checklist

Ten questions to ask about your prices, from product page to payment.

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VeraCrest Checkout Price Checklist

Answer each question for your own site. A "no" or "not sure" may be a possible risk worth looking at. This checklist is risk screening, not legal advice.

Before The Basket

- Does the price shown on product and listing pages include every mandatory charge?
- Are taxes such as VAT included?
- Is any flat booking or per-transaction fee included in the headline price?
- If the total cannot be worked out in advance, is the information needed to calculate it as prominent as the headline price?
- Are optional extras, such as next-day delivery, shown separately and clearly as optional?

In The Basket And Checkout

- Does the total at every step equal the advertised price plus only the extras the customer chose?
- For monthly or minimum-term contracts, is the monthly total shown, or the cumulative price (or monthly price plus number of months)?
- Are charges in another currency converted to pounds, or the exchange rate stated?

Across Your Business

- Do your ads, emails and marketing pages show the same prices your checkout charges?
- Have you gone through checkout as a guest and kept a screenshot of every step?

Official Sources (all checked 16 October 2026)

- [CMA, Providing clear and accurate information about prices: summary, GOV.UK, published 7 January 2026](#)
- [CMA, Price transparency \(CMA209\), GOV.UK, first published 18 November 2025](#)
- [CMA, Unfair commercial practices \(CMA207\), GOV.UK, updated 18 November 2025](#)

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