Readers may use a website's information when choosing a product, comparing services or deciding what to do next. If you publish that information, make your role clear: explain what your content is for, what it is not, and what readers should check for themselves.

A clear reader decision disclaimer can help set expectations. It should not be used to suggest that a publisher can avoid every legal responsibility simply by adding a sentence to a page. The wording needs to fit the content, be easy to find and be consistent with how the site actually operates.

This guide explains how to write a no responsibility disclaimer in plain English, where to place it and how to use "use at your own risk" wording without making misleading promises. It is general information about website copy, not legal advice. If your site covers regulated or high-risk topics, get advice from a suitably qualified professional about your specific circumstances.

What a reader decision disclaimer is for

A reader decision disclaimer explains that your content is provided to inform readers, while the reader remains responsible for deciding what action to take. It can clarify the limits of your content, including whether it is general, may be out of date or has not been checked against a reader's individual circumstances.

For example, an article might compare several products using information available at the time of writing. A disclaimer can explain that specifications, prices and availability may change, and that readers should check the details with the seller before buying.

That is different from saying you have no responsibilities at all. A disclaimer is not a magic phrase that overrides the law, corrects misleading content or excuses a publisher from every obligation. Its effect may depend on the circumstances, the wording and applicable law. Avoid claims such as "we can never be held liable" unless a qualified professional has confirmed that the statement is accurate and appropriate.

Information-only content versus advice

Be specific about the type of content you publish. "Information only" can be useful, but it is not enough on its own if the rest of the page gives individualised recommendations or tells readers exactly what to do.

For example, a general guide might describe how a type of savings account works. A personal recommendation would be more likely to consider a particular reader's income, debts, goals and tolerance for risk, then tell them which account to choose. The distinction depends on the content and context, not just the label at the top of the page.

If your site covers financial products, take extra care with claims about recommendations and regulation. The FCA (Financial Conduct Authority) is the UK financial services regulator. Mentioning the FCA does not, by itself, mean a publisher is authorised, regulated or permitted to provide a particular service. Check the relevant requirements for your activity and describe your status accurately.

Make the limits clear on the page

- Say whether information is general or tailored to an individual.
- Identify the date of publication or last review when details can change.
- Explain what readers should verify, such as eligibility, terms, fees or product specifications.

- Do not describe a page as “information only” if it functions as a personal recommendation.
- Avoid guarantees about outcomes, savings, returns or suitability.

Writing a no responsibility disclaimer

A useful disclaimer is direct, proportionate and readable. It should tell readers what you can reasonably say about your content without implying that you can remove every responsibility. Avoid dense legal language that obscures the message or broad statements that may not reflect what the site does.

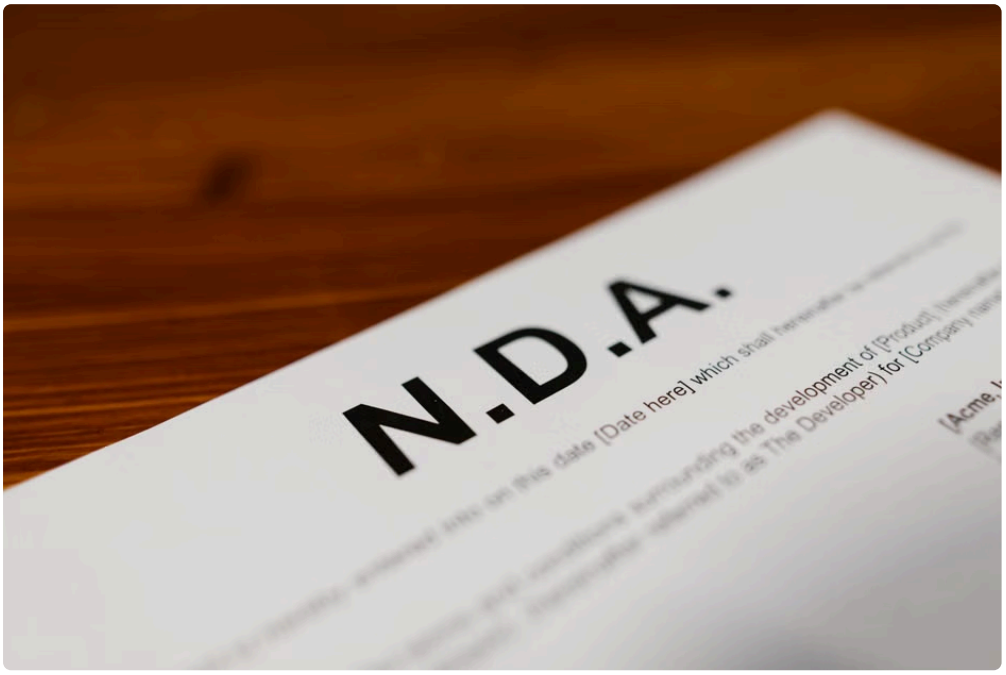
For instance, “We are not responsible for any decision you make” may sound absolute. It also does not explain what the reader should do. A clearer version might say:

Example: “Our articles provide general information and are not tailored to your circumstances. Check current details with the relevant provider and consider whether an option is suitable for you before acting. You are responsible for your own decisions. Nothing on this site limits any rights or responsibilities that cannot lawfully be excluded.”

This is sample wording, not a universal legal clause. Adapt it to your content and have it reviewed if the subject matter or risk level calls for professional input. In particular, do not assume that adding a liability limitation makes inaccurate information acceptable or removes duties that apply to your business.

Use “at your own risk” wording carefully

The phrase “use at your own risk” is familiar, but it can sound dismissive or more sweeping than you intend. It is most helpful when it describes a real limitation, such as an external link or a tool that has not been independently verified. Explain the risk and the reader’s next step rather than relying on the phrase alone.



For example: “You can use this calculator to explore an example, but its results are estimates and may not reflect your circumstances. Check the figures and assumptions before relying on them.” That gives readers more useful information than “use this calculator at your own risk”.

Where a short phrase is appropriate, qualify it: “Use this information at your own risk and verify important details with the relevant provider.” Do not use it to imply that the publisher has no obligations or that the reader has waived rights.



Be transparent about affiliate links

Commercial relationships should be explained clearly and close to the relevant content or links. For example, a site may participate in the Amazon Services LLC Associates Program, an affiliate advertising programme that allows sites to earn fees by linking to Amazon.com. If you use Amazon Associates, disclose that relationship in language readers can understand and follow any applicable programme requirements.

A disclosure should not be hidden in a long legal page or worded so vaguely that readers cannot tell a link may earn the publisher a commission. Make sure product descriptions, prices and availability are not presented as guaranteed if they can change. Readers should check the current information on the retailer's site before ordering.

Affiliate disclosure and a reader decision disclaimer do different jobs. One explains a commercial connection; the other sets expectations about the purpose and limits of the content. You may need both, and neither should contradict the page itself.

Make your 404 page useful and trustworthy

A 404 page appears when a requested page cannot be found. It is not the place for a long liability disclaimer, but it is an important moment to maintain trust. Readers may have followed an old link, mistyped an address or clicked a link that no longer works. Tell them plainly that the page is unavailable and help them continue.

What to include on a 404 page

- A clear message, such as "We can't find that page."
- A link back to the homepage and a working site search, if available.
- Links to relevant categories or popular help pages.
- A simple way to report a broken link.
- A brief explanation if the page has moved, where you know the correct destination.

Do not use a 404 page to make readers feel at fault, send them to unrelated promotions or imply that missing content is still current. If you direct them to a replacement article, make sure it is genuinely relevant and clearly labelled. A helpful 404 page supports navigation and reinforces that the site is trying to guide readers honestly.

Encourage readers to do their own research

“Do your own research” is useful only when readers have a practical idea of what to check. Give them a short checklist rather than treating the phrase as a substitute for clear content.

1. **Check the source.** Look for information from the manufacturer, service provider, official body or other primary source.
2. **Check the date.** Confirm that prices, rules, terms and availability are current.
3. **Compare alternatives.** Review more than one option and consider costs, exclusions and conditions.
4. **Check suitability.** Consider your own circumstances and seek qualified help where the decision is significant or complex.
5. **Verify before acting.** Contact the relevant provider if something is unclear or important details do not match.

Keep the invitation realistic. Readers may not have the time or expertise to assess every issue independently. For high-stakes decisions, point them towards appropriate professional or official resources rather than suggesting that a quick search is enough.

Where to put the disclaimer

Place key information where readers are likely to need it. A site-wide disclaimer may explain general editorial limits, but a page-specific note can be more useful when an article includes estimates, product comparisons or time-sensitive facts.

Location What it can explain Near a recommendation or comparison Whether the content is general, how products were assessed and what readers should verify. Beside affiliate links That the publisher may earn a commission from qualifying purchases. Terms or disclaimer page Broader information about the site’s content, limitations and contact details. 404 page That the requested page is missing, plus clear routes to useful content.

Make important notices readable on mobile devices and do not rely on colour alone to distinguish them. Use plain labels, sensible headings and links that describe where they go.

https://helpandadvice.co.uk/getting-a-medical-cannabis-prescription-in-the-uk-a-practical-guide/

Common wording problems to avoid

- **Absolute claims:** “We are never liable for anything” may overstate what a disclaimer can achieve.
- **Vague warnings:** “Information may be wrong” does not tell readers what to verify or where.
- **Contradictory copy:** Calling content “not advice” while promising a specific outcome can confuse readers.
- **Buried disclosures:** A notice is less useful if readers cannot reasonably find it.
- **False certainty:** Avoid implying that a disclaimer guarantees a particular legal result.

What to do next

1. Review your pages and identify where readers might treat general information as a personal recommendation.
2. Write a short, page-appropriate explanation of the content’s purpose and limitations.
3. Check affiliate disclosures, including any use of Amazon Associates, and place them clearly near relevant links.
4. Improve your 404 page with a search option, useful navigation and a way to report broken links.
5. Replace vague “do your own research” wording with practical checks readers can follow.
6. Ask a suitably qualified professional to review wording for regulated, high-risk or complex topics.

A clear reader decision disclaimer helps readers understand the boundaries of your content, but it should sit alongside accurate information, transparent disclosures and useful navigation. Explain what readers need to check, avoid claiming more protection than the wording can provide, and make it easy for people to find the next reliable step.