A disclaimer has an important job: it explains what a page or service does, what it does not do, and what readers should check for themselves. But if it is packed with legal jargon, long sentences and vague warnings, people may skip it altogether.

Readable legal text is not about removing important limits or making promises. It is about explaining them in language people can understand. A plain language disclaimer can set expectations clearly while still covering relevant risks, relationships and responsibilities.

This guide shows how to write clear disclaimer examples for websites, affiliate content and pages that have gone missing. It is general information about writing and publishing, not legal advice. Requirements can vary by business, content and jurisdiction, so consider getting appropriate professional input before publishing.

Start with the reader's question

Before drafting a disclaimer, ask what a reader needs to know at that point in their visit. Someone reading a product comparison may want to know whether the publisher earns commission. Someone arriving at a 404 page needs to know what happened and where to go next.

Keep the explanation close to the content it relates to. A prominent note near an affiliate link is usually easier to understand than a broad statement buried in a footer. A clear page-level disclaimer can still provide fuller details, but it should not be the only place readers are likely to find an important qualification.

Try answering these questions in ordinary language:

- What is this content for?
- What does it not provide?
- Does the publisher have a commercial relationship to disclose?
- What should the reader check or do next?
- How can the reader find more information or contact the publisher?

Use plain language, not legal shorthand

Legal terms can be precise, but they may also be unfamiliar. A disclaimer filled with phrases such as "hereinafter", "to the fullest extent permissible" and "without prejudice" can obscure the practical point. Where a technical term is needed, explain it. Where it is not needed, use a familiar alternative.

Legal-sounding wording More readable wording "The information is provided on an 'as is' basis." "We aim to keep this information up to date, but it may be incomplete or out of date." "No representation or warranty is made as to its accuracy." "We cannot guarantee that every detail is accurate or complete." "You are solely responsible for any decisions taken." "Check the details that matter to you before making a decision." "Nothing herein constitutes professional advice." "This page provides general information. It is not personal advice."

The simpler versions are not automatically suitable for every organisation or situation. They are examples of how to make the meaning easier to follow; review wording against the content and any relevant obligations before using it.

Keep sentences short and specific

One sentence should usually carry one main idea. If a disclaimer needs to cover several points, split them into separate sentences or use a short list. Prefer direct wording such as “We may earn a commission” over a long explanation that hides the relationship in a chain of clauses.

Avoid broad claims that sound reassuring but explain little. “We are committed to transparency” helpandadvice.co.uk is less useful than “Some links are affiliate links. We may earn a commission if you buy through them.” The second statement tells readers what the relationship is.

Make the information-only boundary clear

There is a difference between sharing information and giving someone a recommendation based on their personal circumstances. A disclaimer can help describe that boundary, but it should match what the page actually does. Calling something “information only” will not make it so if the content promises a particular outcome or tells a reader what they personally should choose.

For example, a general article might explain how different account features work or list questions to ask a provider. A personalised recommendation would take account of an individual’s situation and tell them what action to take. Be careful not to imply that a general article has assessed someone’s needs when it has not.



A plain language disclaimer might say:

Example: “This article gives general information about the topic. It does not take account of your personal circumstances and is not personal financial advice. Check the details with the relevant provider, and consider getting independent help if you need support with a decision.”

Use wording that fits the subject. If a page discusses regulated financial services, do not use a disclaimer as a substitute for checking whether the content, claims and presentation meet applicable requirements. The FCA is a regulator; its rules and guidance may be relevant to some financial promotions and firms. A disclaimer alone does not establish that content is compliant or determine how a regulator will treat it.

Explain liability limits without making them sound absolute

Liability limitation language is easy to overstate. Phrases such as “we accept no responsibility for anything” may sound definitive, but they can be unclear, misleading or inappropriate. The effect of a term can depend

on the circumstances and applicable law. Avoid presenting a disclaimer as if it can remove every responsibility or settle every dispute.

Instead, describe the practical limits of the content. For instance, you can say that information may change, that external sites are run by other organisations, or that readers should verify current terms directly with a provider. Be clear about what you can and cannot control, without suggesting that all responsibility sits with the reader.

Example: “We try to check the information on this page, but prices, features and terms can change. Confirm current details with the provider before you act. We are not responsible for changes made to information on external websites.”



This is a communication example, not a universal legal clause. Do not add sweeping exclusions simply because they appear on another website. If you need a formal limitation of liability, get wording reviewed for your organisation and the laws that apply.

Disclose affiliate relationships plainly

Readers should not have to guess whether a publisher may benefit from a purchase. If content includes affiliate links, say so in straightforward terms and place the disclosure where it can be noticed before or alongside the relevant links. A disclosure should explain the relationship, not just use a label that readers may not understand.

For example:

Example: “Some links on this page are affiliate links. If you buy through one, we may earn a commission. This does not add a cost to you, but product prices and terms can change, so check them with the seller.”

For content connected with the Amazon Associates programme, use the disclosure wording and other requirements that apply to your account and content. The Amazon Services LLC Associates Program has its own programme terms, which publishers should check rather than relying on a generic template. Amazon Associates is the programme name commonly used for the affiliate tool; Amazon.com is one of the Amazon

websites readers may visit. Name the relevant relationship accurately and do not imply that Amazon endorses the publisher or its views unless that is expressly true.

Help & Advice, for example, should describe any commercial relationship in a way that reflects how its links and content actually work. A disclosure should not suggest that a publisher has independently tested every product unless that is true, or that commission has no bearing on editorial choices unless the publisher can support that statement.

Use a 404 page to preserve trust and navigation

A 404 page appears when the requested page cannot be found. It is not the place for a long legal disclaimer, but it is a useful moment to be direct and helpful. A broken link can leave readers unsure whether they have reached the right site. A clear message and useful routes back into the site help them understand what happened.

A good 404 page should:

- Say plainly that the page could not be found.
- Avoid blaming the reader for the error.
- Offer a link to the homepage and relevant sections.
- Include site search if it is available and works well.
- Provide a way to report a broken link where appropriate.
- Keep any privacy or legal notice short and separate from the navigation help.

Clear 404 page example: “We can’t find that page. The link may be out of date, or the page may have moved. Try searching the site, visit our homepage or browse our latest guides. If you followed a link on our site, let us know so we can check it.”

A page like this is more useful than “Error 404: resource unavailable” because it explains the problem and gives readers a next step. If the error page includes analytics or another data-collection feature, explain that in the relevant privacy information rather than squeezing a vague notice into the error message.

Encourage readers to do their own research

“Do your own research” can sound like a brush-off if it is the only instruction. Make it practical by saying what to check and where. Depending on the subject, readers might compare current prices, review terms, check eligibility, verify a claim with the original source or contact a provider directly.

Useful wording focuses on specific checks:

- “Check the provider’s current fees and terms before applying.”
- “Confirm that the details on this page are still current with the organisation that provides the service.”
- “Compare the features that matter to you; the lowest price may not include the same options.”
- “If the decision depends on your circumstances, consider speaking to a suitably qualified professional.”

Do not imply that readers can avoid all risk simply by carrying out checks. The aim is to help them understand what to verify, not to transfer every responsibility to them or promise a particular result.

Make disclaimers easy to scan and maintain

Good writing is only part of readability. Layout, accessibility and upkeep matter too. Use descriptive headings, short paragraphs, enough contrast and a legible font size. Do not rely on colour alone to distinguish a disclosure. Make sure people can read the content on mobile devices and with assistive technology.

Keep a disclaimer proportionate to the page. A short notice beside an affiliate link can explain the relationship; a separate policy can contain fuller details. Avoid repeating the same dense paragraph in several places if it creates clutter or becomes inconsistent. Instead, decide which facts belong beside the content and which belong in a linked policy.

Review disclaimers when the site changes its business model, uses new affiliate links, adds new types of content, or changes how it collects information. Check external references and programme terms periodically. If a disclaimer is no longer accurate, it can create more confusion than having no explanation at all.

Clear disclaimer examples: a quick checklist

Before publishing, ask whether a reader can answer these questions without legal training:

- What does this content cover?
- Is it general information or a personal recommendation?
- Does the publisher earn money from a link or transaction?
- What information may change, and where can it be checked?
- What can the reader do if a page is missing or a link is broken?
- Does the wording avoid absolute promises about liability, accuracy or outcomes?

Read the disclaimer aloud. Replace unfamiliar terms, split up long sentences and remove points that do not apply. Then check that the page itself behaves consistently with the disclaimer. A plain-language notice cannot repair misleading content or an unclear commercial relationship.

What to do next

1. Choose one page with a disclaimer and identify the questions a reader is likely to have.
2. Rewrite the wording using short sentences, familiar terms and specific instructions.
3. Check that any affiliate disclosure is accurate, visible and appropriate to the programme involved.
4. Review any liability wording carefully; do not treat a generic clause as a guarantee of legal protection.
5. Test the page on mobile, check its links and make sure a 404 page gives readers a useful route onward.
6. Ask a suitable reviewer to check the final version where legal, regulatory or contractual requirements may apply.

A readable disclaimer does not need to sound like a contract to be useful. It should tell the truth about the content, explain relevant limits, disclose relationships clearly and give readers a practical way to check what matters to them.