If you publish health information but are not a healthcare professional, readers should be able to tell what your content is—and what it is not. A clear **health information disclaimer** can explain that pages are for general information, not a personal assessment or a substitute for professional care. It should also make clear when readers should speak to a specialist.

A disclaimer cannot make inaccurate or unsafe content acceptable, and it cannot guarantee that a publisher will never be held responsible. It works best alongside careful research, clear sourcing, regular reviews and straightforward navigation. The wording below is a starting point to adapt to your site, not a legal template.

## What a health information disclaimer should cover

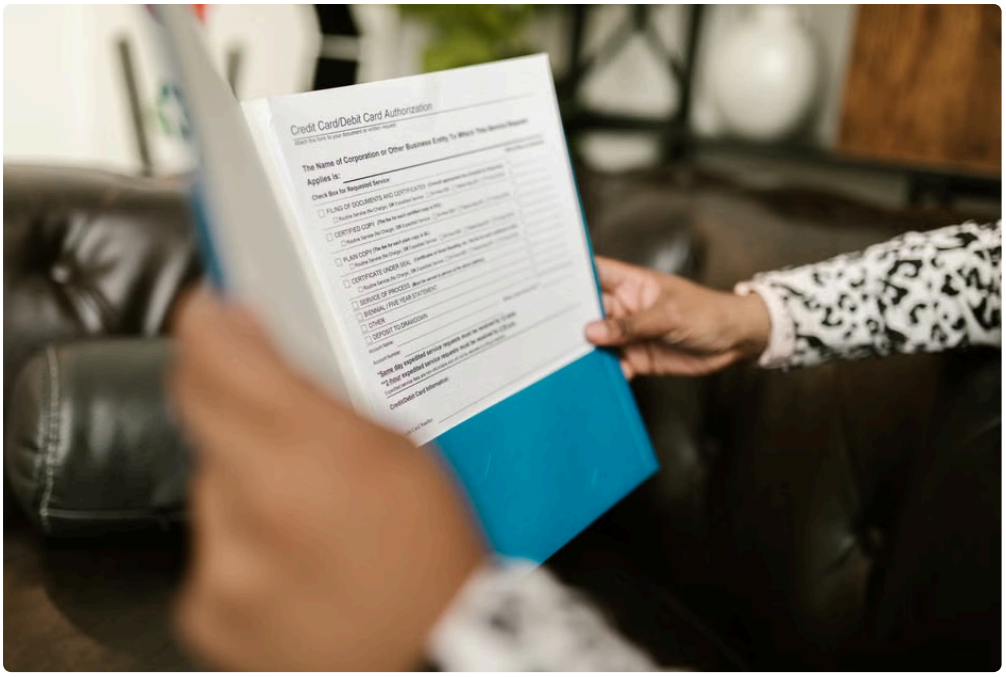
A useful disclaimer answers a few direct questions: who is publishing the content, what purpose it serves, whether it is professional advice, what readers should do if they have a concern, and how the site handles errors or changes. Keep the language proportionate and easy to find. A long paragraph of legal terminology may be less useful than several short, specific statements.

Topic What to explain Example wording Purpose The content is general information. “This page provides general information about [topic].” Professional status Whether the publisher is a qualified health professional. “We are not healthcare professionals, and this site does not provide clinical care.” Personal decisions Readers’ circumstances are not assessed by a general article. “The information may not apply to your individual circumstances.” Getting help Where to turn for an individual concern. “For a personal health concern, contact an appropriate healthcare professional.” Accuracy and limits Content may be incomplete or change over time. “We aim to keep information accurate and current, but cannot guarantee it is complete or up to date.”

## Information-only versus advice

“Information only” helpandadvice.co.uk should mean more than adding a label to the bottom of a page. The content itself should not appear to diagnose a reader, prescribe a treatment or promise a result. A disclaimer cannot reliably undo the impression created by the headline, recommendations or layout of an article.

For example, “What this condition can involve” signals general information. “You have this condition” sounds like an assessment. Likewise, a page that compares options can describe what published sources say, but should not present one option as the right choice for every reader.




When reviewing a page, check whether it:

- uses personal language that sounds like a diagnosis, such as “your symptoms mean”;
- tells readers to start, stop or change medication without an appropriate clinical basis;
- makes a treatment or product sound guaranteed to work;
- suggests that a general article replaces a conversation with a qualified professional; or
- presents claims without reliable sources or context.

Use specific **not medical advice wording** where it helps readers understand the boundary. Avoid relying on a broad line such as “for entertainment purposes only” if the page is intended to inform people about health. That phrase may obscure the real purpose rather than clarify it.

## Example health information disclaimer

The following sample can be adapted, but it should reflect what your site actually does. Remove or change any statement that is not true of your organisation.

**Health information disclaimer:** “The content on this website is provided for general information only. We are not healthcare professionals, and this website does not provide medical diagnosis, treatment or care. The information may not apply to your circumstances and is not a substitute for an assessment by a qualified healthcare professional. Do not use this content to make decisions about medication or treatment without discussing your situation with an appropriate professional. If you have a personal health concern, speak to a specialist or another suitable healthcare professional. If you think you may need urgent help, contact the appropriate urgent or emergency service. We aim to use reliable sources and review content where appropriate, but we cannot guarantee that every page is complete or up to date. You are responsible for how you use information from this website.”

This wording is not a universal solution. For example, “speak to a specialist” may be appropriate for some topics, while another qualified healthcare professional may be the right first contact for others. Avoid suggesting that a particular type of specialist is always necessary unless that is supported and relevant to the page.

## How to write liability limitation language carefully

Publishers often want to limit liability for errors, interruptions or the way readers use a site. Be cautious with absolute statements such as “we accept no liability under any circumstances”. In the UK, the effect of a liability clause can depend on the circumstances and applicable law; some rights and responsibilities cannot simply be removed by putting a sentence on a website.

Instead, describe the practical limits of the content without claiming that a disclaimer removes every responsibility. For instance, you can say that information is general, may not cover every situation and should be checked against suitable sources. If you include a formal limitation of liability, have it reviewed for your organisation, audience and jurisdiction. Do not use it to imply that readers have no rights or that the publisher can never be responsible for what it publishes.

Keep any limitation consistent with the rest of the site. If an article makes strong claims and its disclaimer then says the publisher accepts no responsibility for accuracy, readers may reasonably find that confusing. It is better to improve the article, explain its limits and make corrections promptly than to rely on sweeping legal wording.

## Show readers how to do their own research

Encouraging readers to do their own research should not mean sending them away with no direction. Explain how to assess a claim: check the source, look for the publication date, see whether the information applies to the relevant population, and compare it with other credible sources. Be transparent about uncertainty and distinguish evidence from opinion.

Where possible, link directly to the original source rather than a page that merely repeats a claim. Give enough detail for a reader to identify it, and review links periodically. If evidence or guidance changes, update the page and show when it was last reviewed. If a page has not been reviewed recently, do not make it sound current simply because it remains online.




Commercial links need separate, clear disclosure. If you use affiliate links through Amazon Associates, explain that the site may receive a commission when readers buy through qualifying links, where applicable. Publishers participating in the Amazon Services LLC Associates Program should follow the programme’s

current terms and required disclosure wording. Amazon.com is a retailer; its product listings are not a substitute for independent, topic-appropriate health information. Do not imply that a product is suitable for a reader's health needs merely because it appears in a shopping link.

Similarly, name any other commercial relationship that could affect how a reader understands a page. A disclosure should be visible near relevant content, not hidden only in a general policy that readers may never find.

## Make the disclaimer easy to find—including on a 404 page

Trust also depends on what happens when a link fails. A 404 page should tell visitors plainly that the page could not be found and offer useful ways to continue. It should not leave someone on a blank page, make a broken link look like a health warning, or suggest that the missing page contains urgent guidance.

A helpful 404 page can include:

- a clear message that the address may be incorrect or the page may have moved;
- a link to the health information disclaimer and the site's contact details;
- a search box or links to the main topic sections; and
- a route back to the homepage.

For health content, avoid guessing what a visitor needs based on the broken URL. Do not send them to a product page as though it were a replacement for missing information. If the missing page covered a health topic, direct visitors to a relevant, reviewed information page where possible, while making clear that it is general information. Check broken internal links regularly, especially after changing page addresses or removing older articles.

## Keep the disclaimer aligned with the whole site

A disclaimer should be easy to locate from relevant pages, such as in the footer and near health articles where readers may need the context. Use headings and short paragraphs so people can scan it. Add a date or review note if appropriate, but do not use a date as proof that the content is correct.

Think about every part of the reader's experience: article titles, images, product links, author biographies and calls to action. If a site called Help & Advice publishes health topics, for example, its name and page design should not make readers believe that each article is a personalised professional service. Exactly.. Explain who writes or reviews the material and what qualifications they hold, where that information is relevant and accurate.

If your site also covers financial products, keep those topics distinct. The FCA is a financial regulator, not a health regulator. Mentioning the FCA does not validate health information, and a financial-services disclaimer should not be presented as a substitute for health-specific wording. Identify the relevant regulator only where it genuinely applies to the subject and the organisation's activities.

## What to do next

1. **Check your role.** State accurately whether your organisation has healthcare professionals involved in writing, reviewing or publishing content.

2. **Review the page itself.** Remove claims that sound like diagnosis, treatment instructions or guarantees unless they are properly supported and appropriate to publish.
3. **Add clear boundaries.** Explain that the material is general information, not a personal assessment, and tell readers when to speak to a specialist or another suitable professional.
4. **Check sources and commercial links.** Add relevant citations, review dates and clear affiliate disclosures, including any required Amazon Associates wording.
5. **Test navigation.** Make sure the disclaimer is easy to find and that your 404 page gives visitors a clear route to useful, relevant pages.
6. **Get a suitable review.** If the site publishes sensitive health claims or formal liability terms, consider review by an appropriately qualified healthcare professional and a UK legal professional.

A clear health information disclaimer sets expectations; it does not replace responsible publishing. Pair plain **not medical advice wording** with careful sourcing, honest commercial disclosures, maintained links and a clear route for readers who need individual help. That gives visitors a better basis for understanding the page—and for deciding when to speak to a specialist.