

What your contact form asks for, and why

The fields on your site's contact form, why each one is there, what the form never asks for and how to change it.

The contact form on your site asks for only what you need to answer. Every extra box is another reason for someone to give up. Here is what's on it and why.

What is usually on the form

Field	Why it's there
Name	So you know who to greet when you reply
Phone or email	So you can reach them. Some forms ask for one or the other, so a customer can pick
Message or "What do you need?"	So you can answer in one reply without playing phone tag

Extra fields, by kind of business

- **Catering and events:** date, number of people, the type of event.
- **Trades:** the job, where it is, how soon, and the best way to reach them.
- **Salons and barbers:** the service they want and a preferred day, if you take requests this way.
- **Professional services:** what they need help with, and how they found you.

Each extra field should save you a question. If you never use an answer, we can drop it.

What the form never asks for

Please don't ask visitors for payment card numbers, health details or government ID numbers through the site. A contact form isn't the right, safe place for those. If you need something sensitive, ask for it another way, with a safe tool made for it.

What happens to the information

The message goes to you. We use messages only to keep your site running, such as testing that the form works, and we don't sell them or use them for anything else. If your site has a privacy page, it says the same in plain words.

Changing the form

- To add or remove a field, email hello@zossoz.com and say what you want. A small tweak to an existing form counts as one of your small changes.
- A bigger form, like a quote request with many steps, or one that sends information to another system, is quoted in writing first.

Good to know

- A form with no puzzle or "prove you're not a robot" step is easier for everyone to use, including people who use screen readers.

Need a hand?

Email hello@zossoz.com with your business name, the page, and what you'd like done, and we'll take care of it. We reply within one business day. See [Request a change](#).

Related guides: [Where your form messages go](#) · [Change who gets your form messages](#) · [Request a change](#) · [What to do if something looks wrong](#)

More guides: [the Zossoz Help Center](#) · [Questions?](#) Email hello@zossoz.com