

PRIVACY POLICY



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Privacy Policy Overview

WHAT IT IS: Legalese that needs to be posted on your website(s) (along with your Terms of Use – see below) in order to be compliant with privacy laws.

WHAT IT DOES: This privacy policy lets your website visitors know what type of data you're collecting and what you're doing with it. This privacy policy:

- Allows you to comply with multiple regulations to allow you to collect cookies, nonpersonal information, and personal information you specifically request from your website users (e.g., name, email, etc.)
- Includes several other things required to comply with a number of laws in various states and countries

WHY YOU NEED IT: According to Hubspot.com, “skipping out on a privacy policy is just asking for trouble.” There are a number of regulations requiring a privacy policy on your website, including: California Online Privacy Protection Act, Privacy Shield, EU General Data Protection Regulation (AKA GDPR), and the Children’s Online Privacy Protection Rule. Plus, both Google and Facebook require a privacy policy if you’re going to use their sites to drive traffic to yours with the intent to collect any type of information (e.g., leads).

WHEN TO USE IT: Once per website on every one of your websites where you capture any type of information, whether it be by using cookies, tracking pixels, opt-in forms, or otherwise.

Clause-By-Clause Explanations and Instructions

Editing Instructions: The first time you go through the template, customize it to your business according to the instructions below. Sections that should be filled in, altered to suit your needs, or deleted if they're not applicable to you are in **red**. Leave the signature section at the bottom and the **[Client Name]** in the recitals (the part between the title and the sections) blank for now. Then save the document – this will be *your* template going forward. Each time you bring on a new client, use your template and update the recitals with the client's name where it says **[Client Name]**.

1. Information and Data Collected

Purpose: Under the personal data collected section, you must carefully list each piece of personal and non-personal information that you will collect from users.

Instructions: This section will ensure that users are aware of all of the data collected while using your website and services so that you will have permission for all necessary functions of your website from first use. This consent will protect you from claims of unauthorized collection of personal data.

2. How We Use and Share the Data

Purpose: Personal information is strictly protected as the usage and sharing policies vary among websites. Here, our policy reflects that of a website that does not intend to use data for purposes other than those necessary to achieve the purpose of the service provided by the business and the proper function of the website. These should be edited if your business has other intentions.

Instructions: The text in red should be edited in order match your intention to use data collected by your website.

3. How The Data Will Be Protected

Purpose: Here, the language provides that you will protect information collected by your website through security measures such as encryption, firewalls, and secure socket layer technology. However, the language disclaims that these security measures might not prevent all breaches or unauthorized access.

Instructions: This clause is standard to all websites and does not require any edits.

4. How to Access Your Information

Purpose: This clause is designed to make yourself available to share collected information from users.

Instructions: Insert a contact email for this request.

5. Consumer's Rights and Choices; Opt-Out Procedures

Purpose: These clauses essentially just alert users of their rights if they wish to end their business relationship with you. It provides their rights to require you to delete any information you have collected from them.

Instructions: This section only needs to add contact information for users to request for you to cease contacting them with certain information or to opt-out of the services and their wishes for you to discard their personal information.

6. External Websites

Purpose: This section clarifies that once users leave your website and proceed to another; your privacy policy no longer controls, and they are entering into a new agreement with a third-party. This puts users on notice that you are not in control or liable once they leave your site.

Instructions: This clause is standard to all websites and does not require any edits.

7. California Privacy Right

Purpose: This Clause complies with California privacy laws.

Instructions: None.

8. California Do Not Track Notice

Purpose: This clause complies with California's do not track laws.

Instructions: None.

9. EU Visitors and the GDPR

Purpose: The GDPR is the expansive European Union law that may impact visitors to your site from the EU. This area of law needs to be closely monitored in terms of measures for compliance within the United States.

Instructions: None.

10. Changes to Our Privacy Policy

Purpose: Privacy policies are required to be updated when new issues arise, services change, and for many other reasons. Because of this, we give notice that changes are possible and permissible, and we provide information on what happens in this event.

Instructions: This clause is standard to all websites and does not require any edits..

11. Children's Privacy

Purpose: Here this clause explains that you are not intentionally tracking anyone under the age of 18. This charge makes clear that you are trying to market to and collect information regarding adults and not children.

Instructions: Insert the contact email so that parents or guardians can contact you with any potential infractions or concerns.

12. Contact Us

Purpose: This is one final reminder of where you can be contacted in the event that someone has questions regarding the policy and wish to reach out to you. If there is a problem, you want to be the first to know and to have an opportunity to remedy it.

Instructions: This clause is standard to all websites and requires only your contact information to be inserted.

13. Effective Date

Purpose: The effective date section simply provides notice of when the policy was created and when it was last edited.

Instructions: This clause is standard to all websites and requires only the date of first use of the policy and the date the policy was last updated.