

Privacy Policy Checklist and Overview

Privacy policies will vary wildly depending upon a company's business model. This information is provided as a general overview, but will not take the place of seeking assistance from skilled professionals who will have a better understanding of your specific needs.

INFORMATION	EXPLANATION	SAMPLE LANGUAGE
Last Updated?	Some states require, and it is a good idea to post, the last date your policy was updates. If this information is placed near the top,	This privacy policy was last updated on [date]. Please read carefully.
What you Do?	Who are you and what do you do. A clear statement with your corporate name and your business is important.	This website is operated by COMPANY, Inc. Our business is [description]. Your privacy concerns are important. This outlines how we handle your information.
Have you checked state laws?	Most sites are national (if not international). Make sure you check whether individual states have special laws pertaining to your industry. For instance, in California, the "shine the light" law requires companies to provide residents with information about what information was shared.	If you are a California resident, you are entitled to know once a year what information, if any, we shared with other businesses and for what purpose. Please request this information by contacting us at [email address].



What Non-Personal Information is Collected?

If you collect information that you aggregate in such a way that it cannot be reverse engineered to figure out who a user is, this is typically “non-personal” information. This may include tracking information, page-visit information and the like. Identify what information you collect.

Most companies collect cookies, at the very least. During a normal visit to our site, no personal information is collected. We may, however, collect information that does not identify you, such as information from your web browser or information about the aggregate number of visitors to a web page. This may also include cookies, which are tiny data tags that track where you go, and help you navigate back. This information also helps us see which pages require attention.

What Personal Information is Collected?

Most websites do collect personal information in some form. States vary in what they consider “personal,” so it’s a good idea to outline what information is collected.

If you register or make a purchase on our site, we may collect information including your first name, last name, email address, postal address, and zip code.

Even if you fully disclose everything you collect, only collect what you need.

We may also collect and store information you provide to us voluntarily.

Do you have a mobile site or app?

If your site is accessible via a mobile device or an app, you may need to add additional information about what is taken from a user’s smartphone.

When you download our app, we may receive a unique identifier or information about your location.

Make sure you inform users how they can turn on certain automated features.

How do you share your information?

You will want to disclose what, and how information is shared.

We may share your information with our parent company who may use the information you provide us to send you promotional emails.

If you plan to use information collected to market to consumers, you will need a CAN-SPAM notice, required by federal law.

Consistent with federal CAN-SPAM laws, if you do not wish to receive commercial emails, you may unsubscribe following the instructions on any email. We may still send you administrative notices, however.

<p>Do you have website capabilities or partnerships that give you access to other information?</p>	<p>If you keep records of downloads, or enable cookies that tell you where a person has been, you should disclose what you collect with specificity.</p>	<p>We receive and store information you enter on our site, such as review, or the number of times you download a product.</p>
<p>Do you have agreements to share information with third parties?</p>	<p>Remember, you must disclose all third parties – such as credit card processing companies and affiliates – who will have access to user information. Don't forget the possibility of a business transfer.</p>	<p>We work with trusted partners to process your order. They have limited access to your information and may only use it to fulfill requests made by you on the site.</p>
<p>Where do third party links go?</p>	<p>If you are providing links to third party sites on your website, make sure consumers know where your responsibility ends.</p>	<p>We provide links to third party sites for your convenience. Once you leave our digital environment, we are no longer responsible for and cannot control what is collected on these sites. Please see the site's relevant privacy policy for how your information is handled.</p>
<p>Are children welcome on your site?</p>	<p>If so, you will have to abide by the Children's Online Privacy Protection Act and allow parents to give permission before you collect information. If not, make that clear.</p> <p>If your site has images or subject matter content that is attractive to children, you may have to put in place a screening mechanism to avoid the collection of data from children.</p>	<p>This site is not intended and does not knowingly collect information from users under the age of 13.</p>
<p>Do you collect information from international users?</p>	<p>If you collect information from international users, consider the Safe Harbor certification set up by the U.S. Department of Commerce (export.gov). Certification allows you to collect information and resolve disputes under the terms of your existing U.S. policy. You must apply for this certification and engage a third party, such as the BBB to resolve disputes.</p>	<p>We are a participant in the Safe Harbor program. You may view our certification on the Safe Harbor website. If you have a dispute with this site that has not been properly addressed by our customer service attempts, you may contact our third party provider [insert name and address] for information on how to provide a complaint.</p>

Do you allow third party content on your site?

If you allow parties to upload content (such as photographs, artwork, videos, and textual content that you do not review prior to posting, you will want to avail yourself of the Digital Millennium Copyright Act.

The DMCA allows you to register an agent who will be responsible for all requests to remove content, without being legally liable for such content.

Like other Safe Harbor protection, you must register for it.

This site complies with the Digital Millennium Copyright Act. If you reasonably believe your copyrighted work has been used or posted by a third party without your authorization, you may follow the instructions here on how to report it (elsewhere in your toolkit packet you will find an application).

Are there special conditions where you will release personal information?

If you will release information under certain circumstances, such as the sale of your company or through a subpoena, you will have to disclose that information.

If you run a site such as a dating site or other site where there may be exigent circumstances, you should disclose those, too.

If we reasonably believe the safety of a party is at risk, we may release personal information to law enforcement, with or without a subpoena.

We may also disclose your information if we change ownership.

Do you comply with DO NOT TRACK?

California requires you disclose whether you comply with DNT signals. You need not actually respect the signal, but you must state how you respond when it comes to you.

This site does not comply with Federal Do-Not-Track legislation because we do not believe it accurately reflects the desires of our users. If you would like to know more about what we collect and how we track you, please contact our customer service department