



# WHAT IS A PRIVACY POLICY?

A privacy policy is a legal document outlining how a company collects, uses, stores, and shares personal data from users.

## WHAT SHOULD A PRIVACY POLICY INCLUDE?

- ✓ **Types of personal information the organization collects:** The policy should specify the collection of information by type, like name, email address, health information, or credit card information.
- ✓ **How the business will collect information:** a disclaimer on how the website will collect such information — through forms or cookies, for example.
- ✓ **Purpose of personal information collection:** like marketing operations or providing a service.
- ✓ **How the business uses personal information:** how the company uses personally identifiable information (PII) for content personalization, processing transactions, or other purposes.
- ✓ **How the business shares personal information:** how the organization shares personal information with third-party service providers, advertisers, or others.
- ✓ **Security measures:** The policy should explain the safeguards in place protecting personal information from unauthorized access, use, or disclosure in the event of data breaches or other security incidents.
- ✓ **User rights:** The policy should specify the rights of users regarding their personal information, like the right to access, correct, or delete it.
- ✓ **Contact information:** The policy should include contact information for the website or application, like an email address or phone number.



Your website must include a **CLICKABLE LINK** to the privacy policy.  
Most websites include the link in the footer, at the bottom.

