

# PRIVACY POLICY CHECKLIST

A comprehensive privacy policy is a cornerstone of GDPR best practices. It lets your website visitors know about the type of data you are collecting, what you are doing with it, and who has access to it. In disclosing this information, you are moving toward compliance with various data privacy regulations (not just GDPR) while also letting your audience know that their privacy rights are important to you. This Privacy Policy Checklist will help you as you work on crafting a privacy policy for your website.

\* We do recommend that you consult a lawyer if you want professional assurance that your privacy policy meets all regulations for your State/Country/Business.



## PRIVACY POLICY CHECKLIST:

### **Who You Are**

Introduce your brand and let visitors know what your privacy policy covers. You should also note that the policy may be updated from time to time.

### **Your Privacy Policy Principles**

Clearly state your privacy policy principles and your website visitor's rights. A bulleted list is a clean way to present this. Your visitors will appreciate the reassurance that you care about their privacy (and they'll also appreciate that you're saving them from convoluted legalese!).

### **Personal Data You Collect and Why You Collect It**

As the largest and most detailed piece of your policy, you'll want to use sub headers for meaningful categories like, for example, *Online Forms*, *Customer and User Profile Data*, and *Website Visitor Tracking*.

### **How You Use the Information You Collect**

In this section, you'll go into detail about how the information collected is used. For example, you may use data for internal record keeping, improving your services, and providing offers related to your products or services.

### **Embedded Content and Cookies from Other Websites**

Let your visitors know that embedded content from services like YouTube, Vimeo, Soundcloud, and Facebook carries over that company's cookie settings and what this means to them.

### **Third Party Links**

Make it clear that any links to third party websites are not covered by your privacy policy.

### **Visitor's Rights With Regard To Their Data**

Inform website visitors of their right to request an export or deletion of any of their personal data.

### **Your Contact Information**

Provide your business and/or mailing address and contact information here.

### **Additional Information**

Mention any security measures that you have in place to protect visitor data. If your industry requires any additional compliance measures, place them here.