

Privacy Policy Checklist

How to tell the public what they need to know

[Checklist-Only Whitepaper.](#) | [Get the Full Checklist Mini-Manual.](#)

How to use this brief

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Read this paper. Highlight the parts you liked, and drop our name at cocktail parties and mixers.

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Need More Information

Not sure how all this applies to you? Have some other question about this paper? Give us a call, email us, or visit our website. We're generally good and helpful people, and will try to help you out as best as we can.

Contact us

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Privacy Policy Checklist

Privacy Statement Blurp

- Privacy Statement

Age Related Permission Statement

- Child-Protection Policy
- Adult-Only Members Statement

Information Collect Statement

- Collection Category Statement

Personally Identifying Information

- Personal Information Statement

Tracking Information

- Cookies Statement
- Click Tracking Statement
- IP Address Statement
- Advertising policy
- Public Website Statement

Order Placement Information

- Credit Card Information Policy
- Secondary Information Policy
- Refund Policy
- Personal Information Retention
- Order Promotion information

How Your Information Will Be Used:

- Personal Information Storage
- Anonymous Information Policy
- Use of Cookies
- Disclosure of Personal Information
- Promotion information

Security

- Security Measures and Guarantees

International Users

- International User Policy

Comments

- Comment Statement

Third Party Websites

- Third Party Website Policy

Contact

- Contact Information

Updates and Changes

- Reserved Rights Statement
- Change notification Statement
- Immediacy of Change Statement
- Last update Statement

Get the expanded descriptions of each bullet point in PDF form!

Privacy Statement Blurp

- Short Blurp Regarding the privacy policy as a whole.

Age Related Permission Statement

- What is your web site policy as it relates to underage children, teenagers, or young adults under 21.

Information Collect Statement

- What kind of information do you gather and what categories will they fall into. Usually this falls into at least into 2-3 categories, such as: Personally Identifying Information, Tracking Information, and Order Placement Information.

Personally Identifying Information

- Short blurp regarding places where your site collects information, and that visitors may be asked to provide personal information. This may include accounts created in the website, or telephone conversations through orders or support.

Tracking Information

- Cookies.** Does your site utilize cookies? Do you employ data capture through other means? Why do you employ these methods (cookies or data capture)? If a visitor chooses to disable cookies with their browsers, will this affect the user experience

- Click Tracking.** Does your website gather click tracking information automatically through your hosting provider, google analytics, or another 3rd party solution? What information do these services gather other than click tracking specifically (monitor size, browser type, etc). Do you link to this information in any way?

- IP Addresses.** Are IP addresses logged or stored? How long? How are these IP addresses used?

- Advertising.** Do advertisements on your website use cookies, hit-, or click-through tracking? Are you responsible for these, or the websites which may be linked by these advertisements?

- Participation on a Public Website.** Short blurp to make sure people are aware that information submitted or posted may or may not be accessed by other visitors.

Order Placement Information

- Credit Card Information.** Are certain credit cards not allowed? What card information will be needed to complete a transaction, and how will credit card information used for orders be retained? **BE AWARE OF THE LAWS IN THIS REGARD.**

- Secondary Information Sources.** Will information on billing addresses be kept on file? Will addresses to order recipients or gift card recipients be kept on file?

- Refund Policy.** Will refunds require that personal information be verified? Will this verification require that portions of credit card information be kept on file? **BE AWARE OF THE LAWS IN THIS REGARD.**

- Personal Information.** Retention. Will personal information related to delivery location, amount spent, category of item purchased, etc. be kept? Will this information be sold or shared with 3rd parties?

- Promotions.** Will information regarding promotions or coupons be retained, and for what purposes?

How Your Information Will Be Used:

- Personal Information.** Do you share this information with any third parties? What do you use the personal information for?

- Anonymous Information.** Do you use Anonymous user information? What do you do with this information? Do you share this information with any third parties?

- Use of Cookies.** How is cookie information used? Do you have access or control over 3rd party or advertising cookies?

- Disclosure of Personal Information.** Do you disclose personal information, and under what conditions?

- Promotion.** Will information be used to provide future special offers via phone, mail, or email?

- Security**
 - Does your site employ security measures? What guarantee (if any) do you give visitors about their information.

International Users

- Does your site abide by the Safe Harbor Agreement set forth by the U.S. Department of Commerce?

Comments

- Do you allow areas for comments to be supplied? Will these areas be viewable by the public, and what cautions should you give to visitors about placing comments in these areas.

Third Party Websites

- Does your website link to other websites? Are you responsible for those website's content, privacy policies, etc.

Contacting Us

- If there are questions about this policy or practices, how can visitors contact you.

Updates and Changes

- Do you reserve the right to change or modify this policy? how immediate is the change, and with whom does the responsibility rely to recognize this change. How will you notify your visitors of this change?
- When was this policy last updated?

