

A Privacy Policy is a statement or a legal document that states how a company or website collects, handles and processes data concerning its customers and visitors. For example it explains whether or not the personal data is kept confidential or is used by third parties, how the data is secured and how it is used. A privacy policy should be made available on all business websites that collect personal information from clients/members/subscribers etc who may access the site.

As the privacy policy is such an important document it is advisable to obtain legal opinion when drawing it up. Many law firms offer privacy policy templates and or guidance.

Examples of what the document is likely to contain.

- Introduction
- Who you are
- Changes to the policy and notification thereof
- Description of the data you collect
- Why you collect the data
- How you secure the data
- An outline of your cookie policy
- Links to other websites and why
- What relevant information and or updates you provide on an ongoing basis
- How customers can access your future communiques (“opt in” option)
- Disclaimers etc