

Privacy Essentials



Privacy Policies & Documentation

What You Need:

- Privacy policy (accurately reflects how you collect, use, store, share data)
- Cookie consent (if you use cookies or tracking)
- Data retention policy (how long you keep data, when you delete it)
- Third-party vendor agreements (who has access to customer data)
- Breach notification plan (what to do if data is compromised)

What doesn't work:

- Generic template from the internet (it won't match your actual practices)
- Outdated privacy policy (laws change)
- Thinking "we're small" we don't need one (yes, you do)

Common Privacy Mistakes

1. Over collecting. More data = more liability. Only collect what you actually need and use.
2. Not being clear about what you do with data. Your privacy policy should match reality. If it doesn't, you're not compliant.
3. Not having a way for people to access/delete their data. Most privacy laws require this. Don't ignore it.
4. Sharing data without permission. Third parties, vendors, partners. Get explicit consent or be specific in your policy.
5. No security measures. Having a privacy policy doesn't mean anything if the data isn't actually being protected.

Privacy Checklist

- A current privacy policy
- Privacy policy accurately describes how you collect/use/store data
- A current data retention and deletion policy
- You know which privacy laws apply to your business/organization
- Vendor agreements with those who access your data
- A process for data subject requests (access, deletion)
- You have a breach notification plan
- Your website/app is clear on how to contact you about privacy issues

What This Means

Privacy isn't a one-time project. Laws change, your business evolves, threats shift. Review your privacy practices annually at minimum.

If you handle sensitive data (health, financial, personal info), get legal involved. The cost of getting it wrong is much higher than getting it right.

This is educational, not legal advice. For guidance on your specific situation, let's talk.



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