

Privacy Policy

[For those selling website creation and hosting through the likes of a multisite installation. Delete this comment. Check all square bracketed text and comments in terms below. Amend as required. Delete square brackets and drafting comments. Note that privacy laws can differ significantly across jurisdictions. This sample policy should only be taken as a starting point. You may wish to consult a lawyer who is qualified in your jurisdiction.]

Overview

Purpose

To explain how we handle personal information.

The information we collect

Identifying information such as name, email address and credit card details.

Who holds the information

We do. Our service providers hold some of it too.

Consequences of not providing personal information

You may not be able to obtain our services.

Why we collect and store your personal information

To provide our services and to communicate with you.

Commercial communications

We'll send you commercial messages now and then.

Disclosure

We control disclosure of your personal information and only share it as indicated.

How long the information will be held

While we're providing our services and as we consider expedient to enable communication with you.

Other information and cookies

We collect statistical information and set cookies (see Cookies Policy for more information on cookies).

Get in touch

Get in touch if you have any questions or concerns.

Change

We may change this policy over time.

Purpose

1. This website is operated by *[insert legal name of your business]*. In this policy we explain how we handle your personal information. Terms used in our Terms of Use have the same meaning in this policy. This privacy policy and its interpretation and operation are governed by *[insert the country or state whose law applies]* law.
 2. [The data controller, for the purposes of the Data Protection Act 1998, is *[insert legal name and address of your business, assuming it is your business that will process the personal information]*.] *[This paragraph is relevant to UK-based businesses. The need for such a statement is likely to exist under the data protection laws of other European member states as the laws stem from a European directive. If not relevant to you, e.g., because your business is based elsewhere, you can and should delete this paragraph.]*
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The information we collect

3. When you register as a Customer, we'll ask you for some identifying information, such as your name and email address. You may also provide us with personal information in the course of using our services. When you're logged in, our systems will also generate information about your use of our services.
4. If you purchase a service from us using a credit or debit card, you will be required to provide your credit or debit card details. We store some of these details (your address, partial card number, expiry date and name) *[amend if this is not correct]* and our credit card processor stores your full credit or debit card number. Our credit card processor is *[insert name of credit card processor]*. You can find its privacy policy at *[insert link to privacy policy of your credit card processor]*.
5. If you wish to subscribe to site or blog updates by email, you'll need to provide your *[name and]* email address when subscribing. *[If this paragraph is not relevant, delete it. If it is relevant, check whether you'll ask for name and email address or only email address; amend if required]*

Who holds the information

6. Other than credit card details, we are the entity that will hold your personal information. We take good care of it and have systems and processes in place to protect it. Technically, your personal information is also held by our web host, *[insert name of web host]* [and some of it is also held by our email provider] *[insert name of email provider, e.g., MailChimp, Aweber etc, if relevant]*. *[It is important to check that this paragraph is factually accurate. It may be the case, for example, that personal information is held by other parties who provide plugins or other services you're using in conjunction with your platform]*

*[Note for service providers in European member states: 'Personal data shall not be transferred to a country or territory outside the European Economic Area unless that country or territory ensures an adequate level of protection for the rights and freedoms of data subjects in relation to the processing of personal data' (as this rule from the European Data Protection Directive has been stated in Data Protection Principle 8 in the UK's Data Protection Act 1998). If you're in the UK, see the Information Commissioner's website at <https://ico.org.uk/for-organisations/guide-to-data-protection/principle-8-international/> Note that the United States is considered to have an adequate level of protection where personal data is sent to the US and the US service provider complies with the US-EU Safe Harbor Framework. Where personal data is being transferred outside of the European Economic Area to a US-based service provider, you may wish to say something like this: "This website is hosted by *[WP Engine]* and we use *[MailChimp]* to manage our mailing list so these services will also hold certain information on our behalf. They are based outside the European Economic Area (EEA) but comply with the US-EU Safe Harbor Framework. The privacy policy of *WP Engine* is available at *[http://wpengine.com/privacy/]* and the privacy policy of *MailChimp* is available at *[http://mailchimp.com/legal/privacy/]*."*

Consequences of not providing personal information

7. If you don't wish to provide the information we request, we may not be able to provide you with the services you're after.

Why we collect and store your personal information

8. We collect and retain the personal information outlined above to enable us to identify you, to provide our services to you, to provide you with support and to communicate with you in relation to your use of our Service.

Disclosure

9. We strictly control the disclosure of your personal information. *[insert details of any third parties to whom customers' personal information is disclosed]* Otherwise we do not disclose your personal information unless we need to do so to protect our or third party rights or we have to by law.

How long the information will be held

10. We'll hold the information for as long as we are providing our services or as we consider expedient to enable subsequent communication with you. When we no longer require it for such purposes, we'll delete it. [You can still unsubscribe from the mailing list at any time and we will delete your personal information if you'd like us to.] *[Consider whether the last sentence / how much of it is relevant]*

Commercial communications

11. If you're a Customer, we may send messages to you in relation to our current or future products and services and your use of them. We may do so by email or by using any internal messaging system we may implement (if any). By signing up to our Terms of Use when registering to become a Customer, you consent to our sending such messages to you.
12. Our commercial messages to you will contain unsubscribe information so you can opt out of further receipt.

Other information and cookies

13. We collect anonymous statistical information about visits to our Service using [Google Analytics and WordPress.com Stats] *[amend as relevant]*. The cookies that are generated for this purpose are described on our Cookies page. *[If, in your country, you are not required by law to address cookies, either at all or with the degree of prominence suggested here, you may wish to address cookie usage within this policy and not have a separate cookies policy.]*

Get in touch

14. Feel free to get in touch if you'd like to see the personal information about you that we have stored, or to request correction of such personal information, or if you have any concerns regarding your privacy. You'll understand that we may need to ask for proof of your identity before providing you with any personal information. You can contact us at *[insert contact details]*

Changes

15. We may make changes to this privacy policy in the future. Any changes will be posted on this website.

Changelog *[make this a link to a page that contains the dates and summaries of changes to this policy over time, or set out summaries of such changes below this heading (I suggest in a different typeface, such as Courier, to distinguish the change log content from the policy itself)]*