



SAMPLE BBB PRIVACY POLICY

Introduction

A good privacy notice is easy to find, easy to read, and comprehensively explains all your online information practices. It also provides online visitors an opportunity to make informed decisions about the collection of information—an important first step in defining your online policies and towards answering one of the major concerns (and barriers) voiced by web-users when going online.

A privacy notice is also a promise. As a promise, it is not enough to simply post such a notice. To effectively promote trust and confidence in you and your website, the provisions of a privacy notice must also be fully implemented as part of a larger privacy policy. Careful consideration should therefore go into the creation of a notice so it accurately reflects your own unique information practices and you can guarantee a faithful adherence to its provisions.

For these reasons, the following sample privacy notice is held out only as a drafting aid, and not necessarily an absolute definition of an acceptable privacy notice. You should also note that many of the BBB privacy notice requirements depend on particular information practices. Should any additional information practices be utilized, an applicant's privacy notice will need to contain additional disclosures.

Sample Policy

Our Commitment to Privacy:

Your privacy is important to us. To better protect your privacy, we provide this notice explaining our online information practices and the choices you can make about the way your information is collected and used. To make this notice easy to find, we make it available on our homepage and at every point where personally identifiable information may be requested.

The Information We Collect:

This notice applies to all information collected or submitted on the [company name] website. On some pages, you can order products, make requests, and register to receive materials. The types of personal information collected at these pages are: Name, Address, Phone, Credit Card, etc.

On some pages, you can submit information about other people. For example, if you order a gift online and want it sent directly to the recipient, you will need to submit the recipient's address. In this circumstance, the types of personal information collected are: name, Address, Phone, etc.

The Way We Use Information:

We use the information you provide about yourself when placing an order only to complete that order. We do not share this information with outside parties except to the extent necessary to complete that order.

We use the information you provide about someone else when placing an order only to ship the product and to confirm delivery. We do not share this information with outside parties except to the extent necessary to complete that order.

Check us out at www.bbb.org