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# Global **Privacy Requirements** for Websites and Apps

# EVERY SITE OR APP NEEDS A
# PRIVACY AND COOKIE POLICY

Under the vast majority of legislations, if you're processing personal data, you're required to make disclosures related to your data processing activities via a comprehensive **Privacy Policy** (and **Cookie Policy** where applicable).

This privacy information must be up-to-date, understandable, unambiguous, and easy to access throughout the website or app.

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# PRIVACY POLICY

Needed in almost every scenario where personal data is being processed.
Note that even IP addresses can be considered personal data, and "processing" can simply mean "interacting with".

**The most basic elements that a Privacy Policy should include are:**

- the identification details of the **data controller**;
- description of **what data** is being collected and **how**;
- what is the **legal basis** for the collection (e.g. consent);
- for **which specific purposes** are the data collected (e.g. analytics);
- **categories of sources** from which consumers' data is being collected;
- which **third-parties** will have access to the information (including any third-party tools and widgets);
- details relating to **cross-border/overseas data transfer** and which **measures** were put into place to facilitate this in a safe and compliant way;
- the **rights** of the user;
- the description of the process for the notification of **changes or updates** to the policy and its **effective date**.

# COOKIE CONSENT MANAGEMENT

Needed if you run cookies – which is most likely the case. It's mandatory if you have, or could have, European users.

Cookie law requires users' informed consent before storing cookies on a user's device and/or tracking them.

**Specifically you must:**

- display a clearly visible **cookie banner/notice** at the user's first visit;
- provide a link in the banner to a more detailed **Cookie Policy**;
- **block all non-exempt cookies and scripts** from being run until consent is received;
- **collect consent** via an explicit opt-in action.

# COOKIE POLICY

Needed if you run cookies – which is most likely the case. It's mandatory if you have, or could have, European users.

**A basic cookie policy, at minimum, must contain:**

- an up-to-date description of the **cookies used by the site** and their respective **purposes** (eg. measurement, ad personalization etc.);
- references to any **third-parties** which install or could install cookies through the site (e.g. facebook widgets, Google Ads etc.);
- the links to any relevant **policies** and/or **opt-out forms** of the aforementioned third-parties;
- a clear statement or indication as to **which action signifies consent**;
- instructions on how users may **deny or withdraw** their consent to the processing.

# CCPA NOTICE OF COLLECTION AND PRIVACY DISCLOSURES

In order to inform California users about how and why their data is being used, their rights in regards to this and how they can exercise these rights – including the right to opt-out, you'll need to both:

- include the **relevant disclosures** within your Privacy Policy;
- display a **notice of collection** at the first user's visit.

## ABOUT IUBENDA

# iubenda is the most simple, complete and professional way to comply with international regulations & privacy laws

iubenda adopts a comprehensive approach to legal compliance.

More than 65,000 companies worldwide trust our solutions for compliance with the GDPR, EU Cookie Law, California's CCPA and other global privacy laws.

We offer a complete set of SaaS solutions which allows you to easily manage cookies, create consent records and generate customized Privacy Policies, Cookie Policies and Terms and Conditions.

**IUBENDA PRIVACY & COOKIE POLICY GENERATOR**

# The solution to draft, update and maintain your Privacy and Cookie Policy

√ FOR GDPR    √ FOR CCPA

Easily generate and manage a Privacy and Cookie Policy that is professional, self-updating and customizable from 1,000+ clauses, available in 8 languages, drafted by an international legal team and up to date with the main international legislations.

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IUBENDA COOKIE SOLUTION

# Cookie consent management for ePrivacy, GDPR and CCPA

√ FOR GDPR     √ FOR CCPA

Easily generate a fully customizable cookie banner or a CCPA notice of collection, seamlessly collect consent, implement prior blocking with asynchronous re-activation and support opt-out from sale via a "Do Not Sell My Personal Information" link.

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