



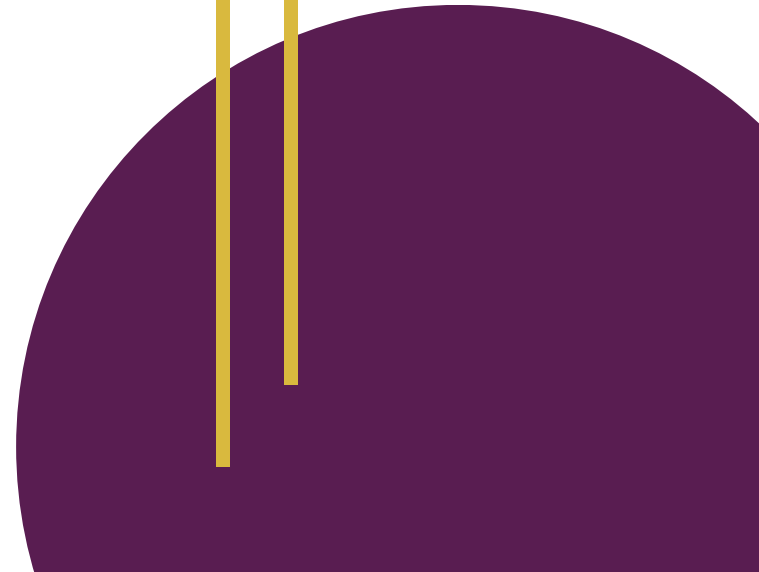
# Protecting your business from current & future privacy laws

TERMAGEDDON, LLC

**\*Not legal advice**

# Discussion points

- What is a Privacy Policy?
- Why is a Privacy Policy important?
- Why you need to keep your Privacy Policy up to date;
- The solution: Termageddon;
- Pricing.



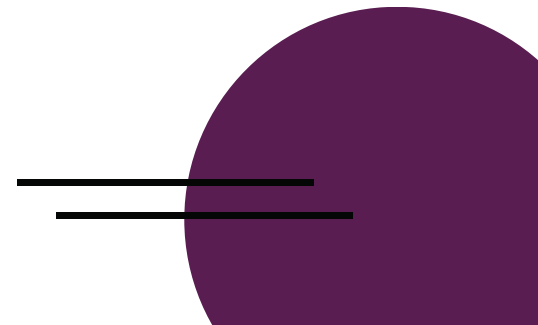
# What is a Privacy Policy?

## A BRIEF OVERVIEW

A Privacy Policy is a document that discloses what personal information you collect on your website, what you do with that information, and who you share it with, amongst the other disclosures required by the privacy laws that apply to you.

Your website needs a Privacy Policy if you use it to collect personal information such as names, IP addresses, phone numbers, and emails. Most websites collect personal information through the use of contact forms, email newsletter sign up forms, analytics, ad tracking tools, and more.

You don't need to share, sell, or even use the personal information you collect for these privacy laws to apply to your website.



# Why is a Privacy Policy important?


## IT CAN HELP YOU AVOID FINES AND LAWSUITS

Currently, there are multiple privacy laws in the United States and across the world that require most websites that collect personal information to have a Privacy Policy:

- European Union's General Data Protection Regulation (GDPR);
- United Kingdom's Data Protection Act 2018 (UK DPA 2018);
- Canada's Personal Information Protection and Electronic Documents Act (PIPEDA);
- Australia Privacy Act of 1988;
- The California Online Privacy Protection Act (CalOPPA);
- The California Privacy Rights Act (CPRA);
- Delaware Online Privacy Protection Act (DOPPA);
- Nevada's Revised Statutes Chapter 603A;
- Colorado Privacy Act;
- Virginia Consumer Data Protection Act.
- Utah Consumer Privacy Act;
- Connecticut SB6

These laws were created to protect the consumers of those states and countries, not the businesses. So if your business collects personal information, tracks, does business, or offers services to people in these areas, their laws could apply to you.

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Fines for violations of  
privacy laws start at  
\$2,500 per violation (per  
website visitor).

# Why you need to keep your Privacy Policy up to date


## NEW PRIVACY BILLS AND THEIR EFFECT


Several states have proposed privacy bills that, if passed, would require websites that collect personal information to have a compliant Privacy Policy. These bills all have different requirements for the disclosures that need to be made in a Privacy Policy and would impose heavy fines for failing to include those disclosures. In fact, some states are proposing to allow consumers to sue businesses directly for not having a compliant Privacy Policy. There are also numerous countries that are considering amending their laws as well.

More information can be found here:

<https://termageddon.com/global-privacy-bill-tracker/>

It's important to note that changes to Privacy Policy requirements can also come from regulations, guidance & enforcement actions.





If your website gets inquiries from other states or countries, your business may be required to comply with their specific privacy laws.



# The solution: Termageddon

## AN AUTO-UPDATING PRIVACY POLICY TOOL

Termageddon is a Privacy Policy generator that will automatically update your website's policies whenever the laws change.

For \$12/month or \$119/year, you will receive the following policies to protect your website:

- Privacy Policy;
- Cookie Policy;
- Cookie Consent banner (up to 50k user sessions per month)
- Terms of Service;
- Disclaimer; and
- End User License Agreement.

Termageddon is the longest running Privacy Policy generator listed as a trusted privacy technology vendor by the International Association of Privacy Professionals (IAPP.org).





Set up your policies in 15  
minutes or less.  
Protect your business  
today at  
[termageddon.com](https://termageddon.com).

