

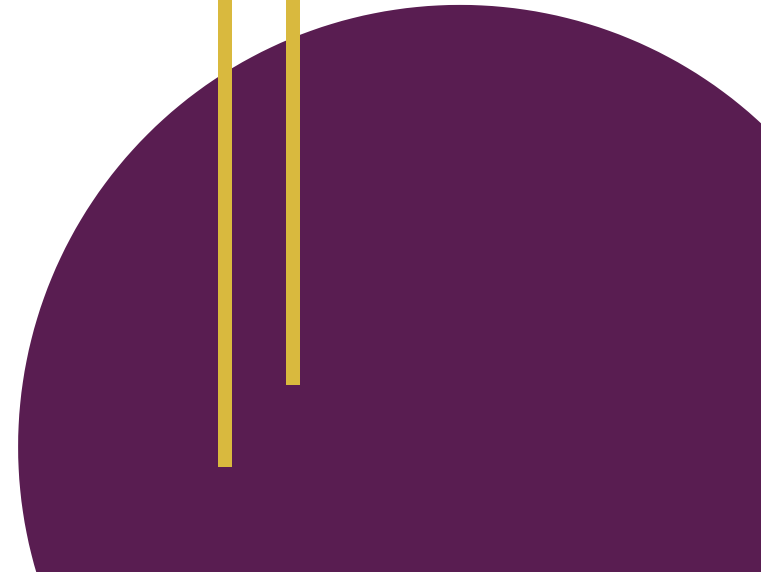


# Upcoming privacy laws and how you can protect your business

TERMAGEDDON, LLC

# 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.

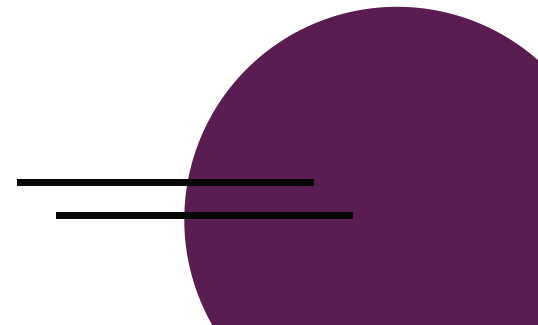


# What is a Privacy Policy?

## 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 other disclosures.

Your website needs a Privacy Policy if you use it to collect personal information such as names and emails. Most websites collect personal information through the use of contact forms or email newsletter sign up forms.




# 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 Consumer Privacy Act (CCPA);
- Delaware Online Privacy Protection Act (DOPPA);
- Nevada's Revised Statutes Chapter 603A;
- Colorado Privacy Act (goes into effect in 2023); and
- Virginia Consumer Data Protection Act (goes into effect in 2023).

These laws were created to protect the consumers of those states and countries, not the businesses. This means that these laws can apply to businesses outside of those states and countries and may apply to you if you do business there, collect the personal information of residents of those states or countries, or offer goods or services there.



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

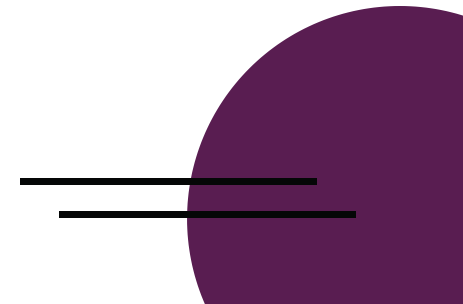
# Why you need to keep your Privacy Policy up to date


## 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.

More information can be found here:

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





If your website gets inquiries from across state lines, your business may be required to comply with multiple state privacy laws.

# The solution: Termageddon

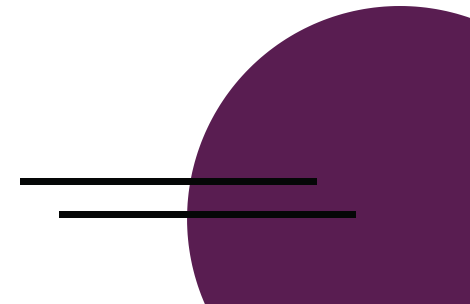
## AN AUTO-UPDATING PRIVACY POLICY TOOL

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

For \$10/month or \$99/year, you will receive the following policies to protect your website:

- Privacy Policy;
- 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.

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