

# Termageddon

The primary goal of most business websites is to generate more quality leads. Other goals can include improving website performance through analytics or to encourage users to register for newsletters. Whether it be because of contact forms, website analytics tools or a newsletter integration, websites are constantly collecting the personal information of its users.

Over the past few years years, privacy laws have been implemented by certain states and countries to protect the personal information of its citizens. Over the coming years, more privacy laws will be introduced. Privacy fines can range from \$2,500 up to \$7,500 per infringement (which could mean per website visitor).

These privacy laws do not care about where the business is located; they only care to protect their citizens. Many of these privacy laws and bills also do not care about the size of the company. Because of this, we recommend to all of our clients that they consider not only having a Privacy Policy, but also having a strategy to keep it up to date over time.

This is also why we provide a Termageddon license for all of our maintenance clients. Termageddon not only helps you quickly generate a Privacy Policy for your website, but their team monitors privacy laws and can automatically update your policies when the laws change. They are the only Privacy Policy generator listed as a trusted vendor by the IAPP.org, an organization consisting of 60,000 privacy attorneys and professionals. We even use Termageddon on our own website.

## **Termageddon's monthly license is included in all maintenance plans:**

1. \$120/year value
2. Includes an auto-updating Privacy Policy, Terms & Conditions, Disclaimer and more for your website
3. Your policies stay up to date automatically
4. Receive updates directly from Termageddon when new privacy laws are going into effect
5. Receive notifications when new questions need to be answered to ensure you are compatible with new required disclosures
6. Attorney friendly - Invite your attorney to review the policies and even 'override' sections of each policy to their liking, if they wish. Future updates will be suggested by Termageddon, but they won't override what your attorney changed without your permission.