

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 collecting the personal information of their visitors.

Over the past few years, privacy laws have been implemented by certain states and countries to protect the personal information of individuals. Since these privacy laws are created to protect individuals and not businesses, privacy laws can apply to your business even if you are not located in the state or country that passed the law. Many of these privacy laws can apply regardless of business size, revenue amount, number of employees, or the amount of personal information collected.

In addition, there are many privacy laws that can require consent to be obtained prior to tracking website visitors through tools such as analytics or advertising pixels. . Privacy fines can range from \$2,500 up to \$7,500 per infringement (which could mean per website visitor). In addition, many small businesses have been sued for tracking website visitors without consent. Lastly, states and countries are constantly proposing and passing new privacy laws, which can change Privacy Policy disclosure requirements... **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, Cookie Policy and Consent Solution for your website, but their team monitors privacy laws and can automatically update your policies when the laws change. They are the longest-running 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 your maintenance plan:

1. **\$120/year value;**
2. Includes an auto-updating Privacy Policy, Cookie Policy, Consent Solution, 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 or when existing privacy laws are amended;
5. Receive notifications when new questions need to be answered to ensure your policies are up to date 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.