

Why You Need A Privacy Policy

On May 25th, 2018, new data protection laws came into effect, collectively known as GDPR, and it's vital that your website and business are 100% compliant if you want to avoid risking fines and other penalties.

While GDPR is primarily aimed at websites with users in the European Union, it's widely regarded as essential for all websites, regardless of their geographical location, mainly because of the increased awareness by the public through the mainstream media.

You can find out more about GDPR here: <https://www.eugdpr.org/>

Even if your business does not operate in Europe, it's still highly advisable to have a concrete privacy policy, and it demonstrates your level of commitment to such matters as well as displaying professionalism.

Without a privacy policy your users are essentially in the dark about the kind of information you collect, what you do with it, how it might be shared, and how secure it is.

Disclaimer

Every effort has been made to ensure that the privacy policy template and supporting information, including this document, are valid from a legal perspective.

However, I am not a lawyer, nor is anything in these documents intended to be taken as legal advice. If you are in any doubt regarding the legal status of statements made in the privacy policy template I strongly recommend that you seek the counsel of a lawyer or solicitor with experience in this area.

Nigel Merrick, the author of this template, accepts no responsibility for any damages or liability to the user resulting from the use of this template.

How To Implement Your Privacy Policy

In this download, you should have a file called "website-privacy-policy.docx", which is a Microsoft Word file containing the template to use for your website.

If you can't open the Word document for some reason, there are two other versions with the same information:

- website-privacy-policy.rtf (rich-text format that retains the formatting)
- website-privacy-policy.txt (pure text with no formatting)

The document should be self-explanatory, but there are a few things you need to do:

Insert Your Information

You will need to replace all the text in red and encased in square brackets with your own text.

For example:

- [WEBSITE URL]
This is the full URL of your website home page.
- [BUSINESS NAME]
The legal name of your photography business.
- [YOUR WEBSITE ANALYTICS SERVICE]
The common name for the service you use to collect website usage data. For example, Google Analytics.
- [ANALYTICS SERVICE PROVIDER]
The company who provides the analytics service. For example, Google.
- [ANALYTICS SERVICE PRIVACY POLICY LINK]
You should be able to get this link from the website of your analytics service provider. For Google, the link is: <https://policies.google.com/privacy>
- [ONLY IF YOU USE SSL (HTTPS)]
If your website uses SSL (i.e. all pages are accessed via https rather than http, you should include the suggested statement regarding security, otherwise remove this line.
- [YOUR PRIMARY SUPPORT EMAIL ADDRESS]
This should be the main support contact email address for your business.

Implementing Your Finished Page

If your website is built using WordPress, you can simply copy and paste the completed privacy policy text into a new page (not a post).

Simply give the page the title of "Privacy Policy", preview it to make sure it looks okay (this does not have to be a pretty-looking page, and no images are required), and then hit publish.

After you publish the page, add a link to your new page to the footer section of your website, or in the main menu if you prefer.

Thank you for downloading this pack, and I hope it saves you valuable time and effort.

Nigel Merrick

Photography Marketing Simplified

<https://primefocuslab.com>