**Privacy Policy user guide**

**Why do you need this?**

Inevitably, once up and running your business will start processing details about customers including their names and addresses. For example:

* By asking customers to register their names and addresses for newsletters etc
* By collecting credit card details for on-line purchases
* By using “cookie” technology.

 What is a “cookie”?

Sadly this is not edible and is simply a special bit of technology that is sent to your computer when you access a website. The cookie then makes a note of the details you enter and remembers them. Which is why when you go back to a site and enter your details, strangely they pop up before you have even finished typing them! You do have the choice whether to accept a cookie or not-just like the edible ones I guess…

* By passing their details to marketing companies for research or to sell more products

By law (Data Protection Act 1998) customers are entitled to know if you process their personal details and if you will be sharing them with third parties ore sending them outside the European Economic Area . This is what the Privacy Policy does.

**When do you use it?**

BEFORE you gather and process customer/web visitor personal details. Your **Privacy Policy** should be displayed on your website (ideally as a link on every page) and especially at the point where you collect any personal data. This should be linked to a ‘tick box’ statement which customers have to tick to show that they agree to you processing their data and sending them marketing e-mails. Don’t just assume they do!

**PLEASE NOTE: this is just an outline of the law .Entire books have been written on the subject, so please contact us if in doubt .**

**Remember!** If you are going to be processing personal details you are likely to have to register with the Information Commissioner’s Office. It is simply a matter of completing a form setting out the types of data you collect & process and for what purpose. The fee is £35/year if you are a small company or £50 for large companies. See [www.ico.gov.uk](http://www.ico.gov.uk) for more details.

**Where can you find out more?**

[www.ico.gov.uk](http://www.ico.gov.uk) for data protection information

[www.dma.org.uk](http://www.dma.org.uk) for Direct Marketing Asscociation

**BUY Privacy Policy now** (for processing within EU only)  **£80.00 +VAT**

**SUBJECT TO OUR TERMS OF BUSINESS**