

The Importance of Website Policies

This document helps explain what website policies are and how they help you comply with laws and also protect you by limiting your liability.

This document covers the two most common policies found on websites:

1. Privacy Policy
 - a. May be required under multiple privacy laws
 - b. Required to utilize several third-party tools
 - c. Can apply to businesses of any size and location
2. Cookie Policy and cookie consent banner
 - a. A Cookie Policy is required under several privacy laws, including GDPR.
 - b. A cookie consent banner helps collect consent prior to installing non-essential cookies onto a user's browser or device, a requirement under several privacy laws.

We are not solicitors and this is not legal advice. We do, however, believe that this information is important and ask all of our clients to sign the final page of this waiver, acknowledging that we have provided you with this information.

1. What is a Privacy Policy?

A Privacy Policy helps website owners comply with privacy laws by containing specific disclosures regarding how their website collects, uses, and discloses personal information.

A comprehensive Privacy Policy is required to comply with privacy laws

Today's modern websites are built to provide a great user experience and motivate prospective customers to reach out and inquire about what you have to offer. This is done through the use of tools such as contact forms, website analytics, and more.

Contact forms ask users to submit their "name" and "email", which are examples of personal data. When a website uses analytics, it collects each visitor's IP address and shares that personally identifiable information with third-party data analytics providers. These are just a few examples of the many ways websites collect and share personally identifiable information.

Penalties for non-compliance

The collection of personally identifiable information is regulated under multiple privacy laws. For example, the privacy of residents of Ireland is protected under the General Data Protection Regulation (GDPR), and fines for non-compliance can reach up to €20,000,000 (or 4% of turnover for the preceding year).

Do you know if you need to comply with GDPR? Do you receive website traffic outside of the EU which may require you to comply with additional privacy laws? Do you have a strategy to keep your Privacy Policy up to date with new disclosures when new privacy laws are passed or existing privacy laws are amended? These are important questions to ask when running a modern day website.

2. What is a Cookie Policy and cookie consent banner?

Cookies are little snippets of code that get inserted into the user's browser and device when visiting a website. They can help ensure a website properly functions (aka essential and functional cookies). They can also track website visitors for analytics and advertising purposes (aka marketing cookies). Several privacy laws, including the EU's GDPR and e-privacy directive, require users to provide consent prior to implementing non-essential cookies on their browsers. This is commonly done through a cookie consent banner, which will ask your website visitors to choose which cookies they'd like to be tracked by. It is important to identify what privacy laws apply to you, and determine if you are required to provide a cookie consent solution on your website along with a Cookie Policy further describing the purpose of each cookie.

How to obtain website policies

If you have the budget, we recommend hiring a solicitor that focuses on privacy law to write your website policies, monitor privacy laws, and update your policies when the laws change or when new laws go into effect. If you do not have the budget to hire a privacy solicitor for your website policies, we recommend using Termageddon.

Termageddon is a comprehensive website policies generator and will update your policies when privacy laws change or new privacy laws go into effect, helping you stay compliant and avoid privacy related fines and lawsuits, and they do it at a fraction of the cost of a solicitor. Although Termageddon is a technology company (not a legal services provider), it was founded by a privacy and contracts solicitor and the tool has been recognized as a trusted tech vendor by the largest international privacy organization in the world (iapp.org).

If Termageddon sounds like a good solution for your business, the license costs \$119/year (~€109/year), and we are charging a one-time setup fee of €100 to create the policy webpages, insert/test the code and ensure your policies stay up to date with changes to the law. You will have full access to your policies within your own Termageddon account, and you will be notified when new laws go into effect and when your policies are being updated or when new disclosures require additional questions that need to be answered.

Adding policies to your website is a decision you will have to make. Please review and sign the Website Policies Waiver on the next page, confirming that you have received our notice on the requirements of Privacy Policies, cookie policies, and cookie consent banners.

Website Policies Waiver

By signing this waiver, you acknowledge that we informed you that applicable (state, national, or international) law may require your website to have a Privacy Policy with specific disclosures. We are not solicitors, we do not provide Privacy Policies as a service, and we are not responsible for your business complying with any applicable privacy laws.

We have a relationship with a third-party Privacy Policy, Cookie Policy (and consent), and Terms and Conditions generator service called Termageddon and we are able to assist you with linking those policies to your website. You are under no obligation to utilize Termageddon, but it is the service that we use on our own website, have a relationship with (we receive a commission fee or can resell their license to you if you decide to purchase) and recommend. Please note, should you choose to use Termageddon's services, your relationship will be directly with them, governed solely by their Privacy Policy and Terms of Service.

Please select **your plan** for your website's policies:

_____ I will provide you with website policies and understand it's my sole responsibility to update the policies when the laws change and will notify you when I have an updated Privacy Policy that needs to be put on my website. I also agree to pay a €100 implementation fee to incorporate the policies onto my website.

_____ Please set me up with a \$119/yr Termageddon license (~€109/year). I understand that I will have access to the license through the Termageddon dashboard, where I can generate and update my policies. I also agree to pay a one time, €100 setup fee for you to implement the policy pages and Termageddon's code onto my website.

_____ Please connect me with a Termageddon representative so that I can receive help in setting up a Termageddon license for \$119/yr (~€109/year). I also agree to pay a one time, €100 setup fee for you to implement the policy pages and Termageddon's code onto my website.

_____ I am choosing not to have any policies on my website or will research, install, and update my policies, on my own. I understand that by not having a comprehensive Privacy Policy on my website, that I may be non-compliant with multiple privacy laws.

Signature

Company Name

Date