

# Email #1

**EMAIL SUBJECT:** Website Update Highly Recommended

**BODY:**

Hi **CLIENT NAME**,

You've probably received quite a few emails from companies notifying you that they updated their Privacy Policy. Data privacy is becoming a very big deal, and because of that, I've been doing some research and think you should consider not only getting a Privacy Policy but also having a strategy to keep it up to date:

**What are privacy laws and why does your business need to be concerned?**

Privacy laws exist to protect the personal data of individuals online. Privacy laws start applying as soon as a website asks for a name and an email on a contact form. The UK Data Protection Act (2018) and General Data Protection Regulation (GDPR) have imposed strict requirements on website operators to have a Privacy Policy that contains very specific disclosures. While these laws were enacted a while ago, we have seen a large increase in the enforcement and number of fines for violations of these laws in the last several months.

To reiterate, having a website with as little as a contact form means that you are collecting personal data and should consider having a Privacy Policy with the necessary disclosures required by these laws. Penalties for non-compliance can

be up to €20 million (about £18 million) or 4% of annual global turnover, whichever is greater.

On top of that, there is an ever-growing number of proposed privacy laws in the US that, if passed, will enable US citizens to sue businesses of any size and location (including outside the US) simply for collecting their personal data through a website.

### **What can you do to get protected?**

To be proactive about this issue, we've partnered up with a Privacy Policy generator called Termageddon. They will automatically update your website policies when the laws change (as well as notify you when changes are coming), and they do it at a fraction of the cost of a privacy solicitor. If Termageddon sounds like a good solution, the license costs ~£76/year, and we are charging a one-time setup fee of £100 to help you create the policy pages, insert/test the code and ensure your policies stay up to date with changes to the law.

We even put Termageddon's policies on our own website:

[DOMAINNAME.com/privacy-policy](https://DOMAINNAME.com/privacy-policy)

Please reply and let me know if you'd like us to set you up with Termageddon, will be hiring a privacy solicitor, or are choosing not to have a Privacy Policy on your website.

Thank you,

SIGNATURE

## Email #2

**EMAIL SUBJECT:**

**BODY:**

Hi **CLIENT NAME**,

My last email may have been a bit long, so [here's a visual](#) showing a summary of recent fines issued for privacy law violations. Given the large penalties a business can receive for not complying with privacy laws, I want to make sure my clients are aware of what's going on.

Please let me know if you'd like to move forward with Termageddon (~\$76/yr + £100 setup fee), are hiring a privacy solicitor, or are choosing not to have a Privacy Policy on your website. If you aren't interested in having a Privacy Policy on your website, please still acknowledge this email.

Thank you,

SIGNATURE

# Email #3

**EMAIL SUBJECT:**

**BODY:**

Hi **CLIENT NAME**,

I'm guessing you're quite busy, which I of course understand.

I'm definitely going to suggest you use Termageddon because it will require the minimum amount of your time (and minimal fees) to get your business protected.

Let me know when you have 15 minutes to get set up.

If you aren't interested, please reply to this email acknowledging that you are opting out of having a Privacy Policy on your website.

Thank you,

**SIGNATURE**