# PRIVACY POLICY CHECKLIST:

## WHAT TO INCLUDE IN YOUR POLICY

As you draft your privacy policy, or update your current one, it can be hard to determine what to include, especially since every business is different. But don't worry, we've got you covered in the checklist below:

### Your business and contact information

First and foremost, your privacy policy should include your organization's full name, address, and any other contact information you can provide. If you have a data protection officer (DPO) or an equivalent individual at your organization, you should provide their information as well.

### The categories of data you collect

You'll want to describe the categories of personal information collected, sold, shared, and disclosed within the preceding 12 months as well as details on what types of personal information you collect from users.

### The sources of the data or how you collect data

You will need to describe how you collect or source data, including a description of the categories of sources.

### The purpose of data collection

What do you intend to do with your users' data? It could be for fraud prevention, a better customer experience, marketing purposes, or any other reasonable use case for user data.

### The legal basis of data collection

You'll also want to take note of your legal basis behind data collection. The GDPR, for instance, lists out acceptable legal bases for collection.

### The consumer's rights

Make sure you clearly describe the rights the user (or data subject) you are collecting data from possesses and how they can exercise these rights.

### Who you share personal information with

Your privacy policy should disclose whether or not you sell personal information, whether you have sold personal information in the last 12 months, and which categories of personal information you have sold.

### Whether the data will be transferred across borders and how

Transferring data into another country or state can expose your users' data to greater risk. If you operate out of California or the EU, for instance, and transfer data to a jurisdiction with less robust data protection laws, the recipient may treat your users' data with less than the respect it deserves.

### Whether data collection is voluntary or mandatory

Indicate what categories of data that you collect are required or are optional. If your users decline to share data that would be useful for marketing and analytics purposes, they can still use your website, make a purchase, use your app, or engage in whatever other activity serves as the focal point of your relationship.

### Your data retention policies

How long do you intend to retain the different categories of your users' data? If you're uncertain about the exact answer, under what circumstances will you no longer need a user's data? Explain what criteria you will use to determine when you'll delete that data.

### Your security measures

Certain regulations require that you state your security measures in a privacy policy, while others merely require that you maintain them — in any case, it's still a good idea to include them in your privacy policy.

### Your financial incentive programs

If you provide a financial incentive, a price difference, or a service level difference based on a user's data choices, you have to include what's called a "Notice of Financial Incentive" under the CCPA/CPRA.

### How you will communicate changes to your policy

As your organization evolves and laws change, your policies will too. Tell consumers how you'll let them know about future changes to your data management plan.

### Effective date

Was your data protection strategy updated a week ago or a decade ago? Show full transparency by including the effective date of your current privacy policy.

> To get a more comprehensive look at each of these items, check out our guide:
> The ultimate privacy policy checklist.
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> **Check out the guide**

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**About Osano**

Osano is a complete data privacy platform trusted by thousands of organizations around the world. Its platform simplifies compliance for complex data privacy laws such as GDPR, CCPS, LGPD, and more. Features include consent management, subject rights management, data discovery, and vendor risk monitoring. Osano is the most popular cookie compliance solution in the world, used on over 900,000 website to capture consent for more than 2.5 billion monthly visitors.