

Privacy Policy

WEBSITE TEMPLATE

Last updated: [EFFECTIVE DATE]

This Privacy Policy explains how [COMPANY NAME] collects, uses, and shares personal information when you visit [WEBSITE URL], fill in a form, buy from us, or contact our team. It applies to the pages and services offered on that website.

[COMPANY NAME] is based in [COUNTRY/STATE] and acts as the controller of the information described below. That means we decide why the information is collected and how it is handled.

This version applies from [EFFECTIVE DATE]. Read it together with any separate notice we give you at the moment we ask for your details.

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How to use this template

1. Replace every [PLACEHOLDER] with your own details. Use Find and Replace in Word to catch them all.
2. Delete any section that does not apply to your business, and renumber the headings that follow.
3. Have the finished document reviewed by a qualified lawyer in [COUNTRY/STATE] before you publish it.

1. Who We Are

[COMPANY NAME] operates [WEBSITE URL]. Our postal address is [POSTAL ADDRESS] and our privacy contact is [CONTACT EMAIL].

If we are required to appoint a data protection officer, or a representative in another region, we name them in this section so you know who to write to.

2. Information We Collect

We collect information in three ways. You give it to us directly, we record some of it automatically while you browse, and we receive some of it from the providers that help us run the site.

- Contact and enquiry details you type into a form, such as your name, email address, phone number, and message.
- Account details if you register, including your username and a stored password hash.
- Order and billing details if you buy from us, including the items ordered, the [CURRENCY] amount, and the last four digits of your card.
- Technical details collected automatically, such as IP address, browser type, device type, operating system, and the page that referred you.
- Usage details from analytics, such as pages viewed, time on page, and links clicked.
- Marketing preferences, including whether you subscribed to our newsletter and whether you opened it.

3. How We Use Data

We use personal information to run the website and to deliver what you ask for. Each use listed below has a defined purpose.

- Answering enquiries and providing customer support.
- Creating and administering accounts.
- Processing orders, taking payment, and issuing receipts.
- Keeping the site secure, preventing fraud, and investigating abuse.
- Measuring how the site is used so we can improve content and layout.
- Sending marketing messages where you asked to receive them.
- Meeting legal, tax, and accounting obligations.

4. Legal Bases

Where the GDPR or the UK GDPR applies, we rely on a legal basis for each use. Consent covers marketing email and non-essential cookies, and you can withdraw it at any time. Contract covers accounts, orders, and support. Legal obligation covers tax records and responses to lawful requests.

We rely on legitimate interests to secure the site, prevent fraud, and understand aggregate usage. We weigh that interest against your rights before relying on it. Write to [CONTACT EMAIL] if you want the reasoning behind a particular use.

5. Sharing And Processors

We share personal information with service providers that process it on our instructions. Every provider is bound by a written contract that limits use of the data to the service it supplies for us.

- Hosting and content delivery providers that store and serve [WEBSITE URL].
- Email and newsletter platforms that send messages on our behalf.
- Payment processors that handle card details on their own systems.
- Analytics providers that report on site traffic and usage.
- Advisers, auditors, and authorities where a legal duty applies.
- A buyer or successor if the business or its assets are sold.

6. Cookies And Tracking

We use cookies and similar technologies to keep the site working, remember your settings, and measure traffic. Essential cookies load without consent. Analytics and marketing cookies load only after you accept them in our banner, which follows the ePrivacy rules that apply in the EU and the UK.

You can change or withdraw your cookie choices at any time using the banner link on [WEBSITE URL]. Browser settings also let you block or delete cookies, although parts of the site may then stop working. Our separate Cookie Policy lists each cookie, its purpose, and how long it lasts.

7. Retention And Security

We keep personal information only as long as we need it. Enquiry messages are held for [NUMBER] months. Order and tax records are held for the period required by law in [COUNTRY/STATE]. Account data is held while the account is open and for a short period after it closes. Marketing records are held until you unsubscribe.

We protect information with encryption in transit, access controls, and regular software updates. No website is completely secure. If a breach is likely to affect your rights, we tell you and the relevant regulator within the time limits that apply to us.

8. Your Privacy Rights

Depending on where you live, you have rights over your personal information. Write to [CONTACT EMAIL] to use them. We respond within one month and we do not charge a fee unless a request is repetitive or excessive.

- Ask for a copy of the information we hold about you.
- Ask us to correct information that is wrong or incomplete.
- Ask us to delete information we no longer need.
- Object to or restrict certain uses, including direct marketing.
- Ask for your data in a portable format where the GDPR or UK GDPR applies.
- Opt out of the sale or sharing of personal information and limit use of sensitive information under the CCPA and CPRA in California.
- Withdraw consent and complain to the regulator under PIPEDA in Canada or the Australian Privacy Act.

9. Children And Transfers

The website is not directed at children under [NUMBER] years old and we do not knowingly collect their personal information. If you believe a child has given us details, write to [CONTACT EMAIL] and we will remove them.

Some providers store information outside [COUNTRY/STATE]. Where we transfer personal information across borders, we use recognised safeguards such as standard contractual clauses, the UK addendum, or a destination the transferring regulator treats as adequate. Ask us which safeguard covers a specific transfer.

10. Changes And Contact

We update this policy when our practices or the law change. The version in force is the one published at [WEBSITE URL] and dated [EFFECTIVE DATE]. If a change materially affects how we use your data, we tell you by email or with a notice on the site before it takes effect.

Send privacy questions, requests, or complaints to [CONTACT EMAIL], or write to [COMPANY NAME] at [POSTAL ADDRESS]. You can also raise a complaint with the data protection authority in [COUNTRY/STATE].

Before you publish

This template is a starting point and not legal advice. Replace every placeholder in square brackets with your own details, delete any clause that does not describe your website, and ask a qualified lawyer in [COUNTRY/STATE] to review the finished policy before you publish it.



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