

Website Privacy Policy Resources

Elements BBB requires in privacy policy (Standard 18):

- 1) what information, if any, is being collected about them by the charity and how this information will be used,
- 2) how to contact the charity to review personal information collected and request corrections,
- 3) how to inform the charity (e.g., a check off box) that the visitor does not wish his/her personal information to be shared outside the organization (or indicate that the charity does not share personal information if this is the case), and
- 4) if applicable, what security measures the charity has in place to protect personal information.

Privacy Policy Examples:

<http://www.arthritis.org>
(click "privacy policy" at bottom of home page)

<http://www.heartshare.org/>
(click "privacy" at bottom of home page)

<http://www.cancerresearch.org/>
(click "privacy" at bottom of home page)

In the case that no information is being collected, including non-personal electronic tracking, or "cookies", a privacy policy is still required. A sample is below:

ABC Charity respects the privacy of our visitors and does not collect any personal information.

We do not attempt to track individuals in any manner and we do not link the web information to link to any other databases with the purpose of identifying individual website users. We do not track IP addresses or deposit any "cookies" in an attempt to gain information about website users.

When visiting links to other sites, we encourage you to review the privacy policies and statements of each site you visit.

Any questions and comments regarding the ABC Privacy Policy should be directed to:

Phone:

E-mail:

Address: