

<PLEASE NOTE THIS IS A SAMPLE TEMPLATE FOR PRIVACY POLICY, DO CONSULT YOUR DATA PROTECTION OFFICE or LAWYER BEFORE UPDATING YOUR WEBSITE'S PRIVACY POLICY>

Effective Date: *Always mention when was this privacy policy last updated*

Who we are? *Define your business*

What does this Privacy Policy cover? *List all the digital properties that comes under purview of this privacy policy*

What is in this Privacy Policy?

- **What personal information do we collect?**
List all personal details that you're storing about your customer and prospects
- **Do we use cookies?**
If your business drops cookies in user's browsers or map cookie with personal details
- **How do we use your personal information?**
Talk about what do you do with this data; a business might use this data to provide personalized customer experience
- **How long do we keep your personal information?**
Is there any expiration date of the personal data that you store?
- **How do we share your personal information?**
If you share personal data with others and why
- **Where do we keep your personal information?**
Explain where are the data servers containing user details are located at
- **What rights do you have in relation to your personal information?**
Does your business offer any rights to the user, if yes what are they?
- **How do we safeguard your personal information?**
Explain the security measures taken by your organization to safeguard user privacy
- **How will we update this Policy?**
Mention frequency of updating this privacy policy
- **How can you contact us about this Policy?**
Mention the contact email address of data protection officer