

Privacy Policy

There are few things today that are more worrisome than having your identity stolen. There is no easier way to have this happen than the internet. There are so many things that we can do on the internet today, so much information that we give when we make purchases, access our banking accounts and so on, that it's no wonder that so many people have their information stolen through the internet.

Internet privacy is defined as consisting of privacy over the media of the Internet: the ability to control what information one reveals about oneself over the Internet, and to control who can access that information.

There are those that say that there is no such thing as privacy when it comes to internet. It seems that people today are very desensitized to the dangers of sharing personal information over the internet. A lot more can be done than just our identity being stolen. Pictures and other information can be misused and tampered with. However, we tend to think that nothing will happen and don't think much about what we post on a blog or on an online community website.

At the same time, there is no need to freak out and not do anything over the internet. Most sites are very secure and there is no problem in sharing information such as name,

A good way to gain the customer's trust is to provide the web site with a Privacy Policy statement. It will also prevent problems that may occur due to legal issues and other malicious activities. People should know what a privacy policy is and how it is implemented on a Web site. A good privacy policy will create a relationship of trust, protection, and help prevent headaches for both customers and organizations.

So, what is a privacy policy? A privacy policy is a document/statement that tells the user how you are going to use the information that you are collecting, like in a registration form for example. It asks the customers for their permission to obtain the needed information, and it also explains what kind of information you need. A privacy notice is also a promise. With a privacy statement, an organization is promising the customers what it will do with the data that they collect. A privacy policy is crucial to assure that people feel safe using anyone's Web site. Customers could accept or reject a Web site based on the privacy policy alone.

The document should answer some of the users' basic questions, such as; 'Why do you want to know my full name and e-mail?', 'What are going to do to prevent that some hacker or malicious software steals my credit card information or even my SSN?', or 'What other information about me will you require?'

If you are addressing those questions and more, sure enough the users will trust you and your website.

It is important to avoid making the document hard to understand. Sometimes it is necessary to use some legal terms that may not seem to easy to understand, but you can keep it minimal and make sure that web site visitors have a clear understanding of your principles. Adding an extra explanation of the legal term in between parenthesis may be a good idea, but be careful not to be ambiguous, that can cause you problems in court for example.

While making sure the document is clear and easy to understand, it is also important that all loose ends are covered on your side of the deal. You should keep a balance between making the user happy and keeping your business covered.

The policy should not detail out enormous liability on the part of your company. To explain this further, one web author wrote, "Drafters should proceed with caution to ensure that the website meets both its short-term marketing objectives and long-term risk management and business development objectives"

I hope that more and more people start making good usage of such an important document.

"Creating Your Privacy Policy". eTrust. 2008. June 12, 2008.

<http://www.etrust.org/guidance/creating_privacy_policy.html>.

Price, Jonathan. "Web Writing that Works!" Web Writing that Works! Write a privacy policy that people can understand. 2004. June 12, 2008.

<<http://www.webwritingthatworks.com/DPatternPRIVACY04.htm>>.