

Email template to present the offer to the customer

Dear Customer,

Thanks to our partner iubenda (www.iubenda.com), *we are working to ensure that all sites and apps in our network comply with the rules imposed by the main international legislations*, such as the GDPR (the General Data Protection Regulation of the European Union), the Cookie Law, the CCPA (the California Consumer Privacy Act for Californian users) and the LGPD (the Brazil's General Data Protection Law).

Given the sensitivity of this topic, we ask you to pay close attention to the following information.

The consequences for non-compliance in the EU can include fines up to 20 million Euros or 4% of the annual worldwide turnover (whichever is greater). Suits in the US also come with high penalties.

Together with iubenda, a company composed of both legal and technical figures specialized in this sector, *we have drawn up a proposal offering all our clients a simple and secure solution to their compliance needs*.

In particular, using the professional solutions offered by iubenda, we can:

- set up a *privacy and cookie policy* customized for your site/app;

- adapt your site to the requirements of the EU Cookie Law as well as the CCPA by installing a comprehensive solution to manage the display of a **GDPR-compliant cookie banner** or a **CCPA notice of collection** at each user's first visit, obtain a **valid consent to the installation of cookies** and **support opt-outs from sale for Californian users** via a "Do Not Sell My Personal Information" link;
- **register GDPR and LGPD consents** obtained by users when they fill out a contact form, registration or subscription to the newsletter on your site/app, **and CCPA opt-outs** for each of your users;
- set up a **terms and conditions** document customized for your site/app.

Reply to this email for more information on legal requirements and iubenda solutions, or if you wish to receive a proposal tailored to your compliance needs.

Important: we have chosen a professional and legally accurate solution, and we will do our best to adapt your site/app to current regulations, but we are not legal professionals and, as a result, we cannot offer you any guarantee of compliance. If you want the certainty of compliance with all the applicable rules, it's necessary to involve a lawyer who will personally review your business, even beyond what is necessary to make your site/app compliant. If you do not have a trusted legal advisor to turn to, we can put you in touch with one of the lawyers in iubenda's network of legal partners.

Please write to us for more information about the offer, so that we can make sure that everything is in order as soon as possible.

Greetings,

The Web Agency