

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 GDPR (the General Data Protection Regulation of the European Union), the LGPD (the Brazil's General Data Protection Law) and applicable US law (e.g. CCPA).

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

Failure to comply with regulatory requirements carries the *risk of substantial penalties*, which in the EU can be as much as 20 million Euros or 4% of your turnover — whichever is greater. Suits in the US also come with high penalties.

Together with iubenda, *we have drawn up a proposal offering all our clients a simple and secure solution to guide 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 CCPA and EU Cookie Law by installing a comprehensive solution to manage the display of a *notice of collection* and of a *Do Not Sell My Personal Information* link for California users as well as the display of a

cookie banner at each user's first visit and obtaining a **valid consent to the installation of cookies** for EU users;

- **register the consents obtained by users** when they fill out a contact form, registration or subscription to the newsletter on your site/app;
- 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

The information provided in this email and any follow up materials is for general informational purposes only and should not be construed as, and should not be relied upon for legal advice in any circumstance or situation. An attorney should always be contacted for advice on specific legal issues.