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Privacy Policies and Cookies: How to set your website/app up for success

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MATERIAL

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A FEW REMARKS

- Please post your questions anytime via the "Q&A" button

- Make sure to use the "upvote" function to get the most out of this session

- One hour duration

- Disclaimer: This webinar cannot to be considered one-to-one legal advice. Furthermore, the webinar may contain simplifications.

More than 80,000 clients in more than 100 countries are using our legal software solutions and direct support for legal compliance

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Privacy and Cookie Policy: Legal requirements and our solution

Cookies: Legal requirements and our solution

Live-Demo

Q&A

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Privacy Policies and Cookies: How to set your website/app up for success

GENERAL DATA PROTECTION REGULATION (GDPR)
Regulation EU 2016/679

GDPR became fully enforceable on the 25th of May 2018.

GDPR applies where

- the controller is based in the EU (no matter where the processing takes place)

- a controller not established in the EU offers good and services (even if the offer is for free) to people in the EU

- a controller not established in the EU monitors the behaviour of people who are in the EU, provided that such behaviour takes place in the EU

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PRIVACY AND COOKIE POLICY
Important elements

- Required under most countries' legislation
- Most third party vendors require it
- Expected by users - standard for creating trust

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PRIVACY AND COOKIE POLICY
Basic elements

- Identity and contact details
- Specific categories of personal data you are collecting and processing
- Legal basis of processing
- Purpose of the processing
- Which third parties will the data be shared with
- Whether or not data will be transferred abroad
- The rights of the user and how they may exercise them
- Description of the process for notifying users of material changes to the privacy policy
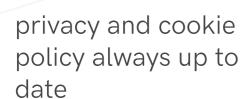- Effective date of the policy

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GENERATOR FOR PRIVACY AND COOKIE POLICIES

The solution, to create, manage and keep your privacy and cookie policy up to date.

PRIVACY AND COOKIE POLICY GENERATOR

privacy and cookie policy always up to date

legal texts can be remotely updated via our servers

Auto detect location to apply correct legal standards

1300+ legal clauses already available

8 languages available

hosted on Akamai

international legal team following all major legislations

GDPR-ready

One-click activation for legislation specific text

WHAT ARE COOKIES?

A cookie is a **small piece of data** that is sent from a website or app and often stored on a user's computer via their web browser.

Cookies can be **first-party** (cookies actually produced by your website or app) or **third-party** (produced by third-party services like widgets, iframes, scripts etc.)

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WHY DO NEED TO MANAGE COOKIES?

- Cookies often process personal data
- If you have an app or website that targets European users, you need to manage cookies

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WHICH LAWS GOVERN COOKIES?

Cookies are governed by both the ePrivacy Directive (so-called Cookie Law) and the General Data Protection Regulation (GDPR)

- Why two laws?

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DIRECTIVE VS REGULATION

Because cookies are governed by both the GDPR and ePrivacy Directive, "cookie rules", while mostly similar, can vary slightly from country to country.

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THE EU LAW REQUIRES YOU TO

- Display a cookie banner
- Provide a cookie policy
- Acquire consent for installing profiling cookies (e.g. via Google Analytics)
- Release profiling cookies only when consent has been provided (prior consent)
- Save proof of users' consent preferences for future reference

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Cookie Law: Industry Requirements

- The IAB Transparency and Consent Framework (TCF)

- Publishers further stand to benefit as it makes it easier to be more transparent and allows you as the data controller, to have more control over how your users' data is processed and why.

*If you run ads on your website it's highly recommended that you enable this feature: some advertising networks may limit access to their network if not implemented, which could, in turn, potentially decrease your ad revenue.

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SPECIAL NOTE: CCPA

The California Consumer Protection Act (CCPA)
- Grants users additional rights such as the right to be informed and the right to access information you've collected about them - but perhaps, most relevant to marketing is the right to Opt-out.

- Under the CCPA, users have the right to opt out of any processing that can be considered a *sale* of their data. Sale, in this context is quite broad and simply means *sharing for any profit- monetary or otherwise*.

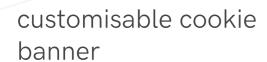***Note that in the case on minors, they are granted the right to Opt-in.***

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IUBENDA COOKIE SOLUTION

A complete system for cookie banner, prior blocking and getting consent

IUBENDA COOKIE SOLUTION

customisable cookie banner

consent and preference saving

blocking and reactivation of scripts without a page refresh

8 languages available

advanced cookie consent analytics

hosted on Akamai

One-click activation for CCPA

Auto detect location to apply correct legal standards

GDPR Cookie Preference Logs

plugins for CMS systems (Wordpress, Joomla!, Prestashop, Magento)

Fully integrated IAB TCF

Live-Demo

Q&A

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