Better Business Bureau
Standards for Charity Accountability

Guidelines for Creating an Online Privacy Policy
Standard 18

Your organization’s online privacy policy should include all applicable details of the following information:

1. Notice
   - What information is being collected?
   - Is the information personally identifiable?
   - Why is it necessary to collect the information?
   - How is the information being collected?
   - Will the information be used for purposes other than the reason customer has provided it?

2. Choice
   - What options does the customer have about how or whether the data is used?

3. Access
   - How can a customer see what you have collected and change or correct it if necessary?

4. Security
   - How is the data your organization collects protected?
   - If collecting sensitive, personal information (credit card numbers, medical records, social security numbers) use at least industry standard levels of encryption.

5. Redress
   - What can a consumer do if the privacy policy is not met?
   - What is the complaint process?
   - Who can consumers contact?

If the Web site collects no personal data, it should have a privacy policy that states so. While some sites will need to go into more specific detail on one or more of the above referenced guidelines, a good starting point is a short easy to read set of information with links to more specific information if necessary.