



legal love

when  
to use  
a privacy  
policy

## podcast episode 4 tip sheet

We're talking about privacy. Specifically, privacy when it comes to your WEBSITE, and how to protect the privacy of your website visitors by using a Privacy Policy.

### What does a Privacy Policy do?

Basically, your Privacy Policy puts your website visitors on notice that you will use care in using and storing any personal information that you collect from them. It also talks about things like their right to opt-out of your e-newsletter distribution list, that you won't spam them, that you aren't targeting children, and a whole lot more.

You have an obligation to keep their personal information safe - or notify them if you plan to use it in certain ways.



### What's considered personal information that you need to keep private?

Name  
Email address  
Business address  
Home address  
Website address  
Company name  
City & State  
Country  
Financial info like credit card numbers  
Birthdays  
Any other information they give you about themselves



## When do you need to use a Privacy Policy?

It's highly recommended that EVERYONE with a website who gathers personal information from visitors. Even if you only collect their name and e-mail address to join your tribe or download your free gift or get the login for your upcoming webinar, that's enough for you to need to have a Privacy Policy.

### But, this ALSO means YOU if you have any of these things...

- An opt-in box on your website home page for a free gift
- Any kind of a box where people enter their name &/or e-mail to join your list or get your e-mails or e-newsletters
- An opt-in page for a webinar
- Blog posts with the ability for people to interact and add their comments to the bottom
- Social media ads linking to your opt-in page or website

If you have any of these things, it's likely you're attracting visitors from all US states AND abroad. In at least one US state and many other countries, you are required by law to have a Privacy Policy.

It doesn't matter where YOUR business is located. It matters where your WEBSITE VISITORS who share their personal info are located. It's likely you have at least 1 California resident on your list and others from abroad.

That's why I recommended that EVERYONE with a website have a Privacy Policy.

## Where do I put the Privacy Policy on my site?

You want your Privacy Policy to be accessible and linked through the footer of your website.

Having a Privacy Policy legally protects your website visitors' privacy and it also builds trust, supports your **heart chakra**, and raises your professionalism.





**Don't have a Privacy Policy yet?**

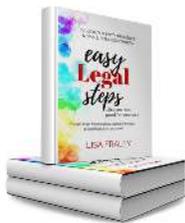
**Learn more at [lisafraley.com/diypolicy](https://lisafraley.com/diypolicy).**



Questions or comments about Privacy Policies? We'd love to hear them! Feel free to reach out to my team at [clientlove@lisafraley.com](mailto:clientlove@lisafraley.com).

Kudos to you for listening to this episode and taking this step! Thanks for being part of the Legal Love tribe. Here's to getting legally enlightened!

With Legal Love™,



Chapter 4 of my book called "Easy Legal Steps... That Are Also Good For Your Soul" is all about Privacy Policies. (It's a #1 best-selling book on Amazon in 3 legal categories!) Get it at [lisafraley.com/book](https://lisafraley.com/book).

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Lisa Fraley, JD, CHHC, AADP, is an acclaimed attorney, Legal Coach®, speaker and #1 Best Selling Author of "Easy Legal Steps...That are Also Good for Your Soul." With her unique blend of coaching, legal expertise, and spirituality, Lisa has supported thousands of heart-centered entrepreneurs and small business owners to protect themselves, their businesses and their brands through DIY legal templates, online legal courses and one-on-one services.

From sharing international stages with thought leaders like Kris Carr and Gabrielle Bernstein to being featured on hundreds of podcasts, webinars, radio shows and bonus calls, Lisa has made it her mission to help every single small business owner understand that the law can be accessible, empowering, loving, and even spiritual. When she's not saving the world (with Legal Love) one contract at a time, she's posting free legal tips and connecting with her tribe at [lisafraley.com](https://lisafraley.com).