

Termageddon

What is data privacy?

We believe people deserve the right to their privacy, and we are happy to see laws being put in place that help protect this right. One subset of privacy, called 'data privacy', deals with consumers providing their personal information to companies via websites and software applications.

Although its good that consumers should have a right to their privacy, it is (and will become more) challenging for businesses, big and small, to keep up with ever-changing laws around data privacy.

Consider using Termageddon, a data privacy tool that automatically updates your website's policies whenever the law changes, keeping you protected so that you can focus on other matters.

Why is it illegal to not have a privacy policy?

Law: The law that states that you must have a Privacy Policy on your website if you collect personal information is called the California Online Privacy Protection Act. (which is often referred to as "CalOPPA"). This is not to be confused with a new law that California just approved (which launches 01/01/2020).

Why does this affect businesses not in California? Privacy law is not based on the location of the business, it is based on the location of the data subject (the human visitor). With just this one law in place, businesses can be fined up to \$2,500 per website visitor from California, regardless of the business's location.

Bills: We always keep an eye out on bills both on a state and federal level. Here's a list of bills proposed to go into law in the near future:

- Massachusetts - Senate Docket No. 341 filed on 1/11/2019
- New Jersey - Assembly No. 4902
- New Jersey - Assembly No. 4974
- Washington - Senate Bill 5376
- Federal - Balancing the Rights Of Web Surfers Equally and Responsibly Act of 2017 or the BROWSER Act of 2017 Federal - H.R. 3896
- Companies such as Intel and advocacy groups such as the Electronic Frontier Foundation have either proposed full bills or portions of bills.

European law: Termageddon includes GDPR compliant privacy policies in case your business receives website traffic from European citizens.

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www.termageddon.com