Website Privacy Policy Implementation

Online data privacy laws are becoming increasingly common around the world, and privacy policies are now a must for almost any website. If you collect any personal data from website visitors, including a name and email from a contact form, or even tracking data from Google Analytics, you need a Privacy Policy.

While hiring a privacy lawyer to write up an individual policy for your company is a great option, it's not always feasible for small to medium businesses. In this case, we recommend Termageddon. Termageddon is a third-party privacy policy generator, crafted with language drafted by certified privacy attorneys, that automatically updates whenever new data privacy laws go into affect. The service costs $119 per year, and our referral code will provide a discount on the first payment.

Once you've generated your policies with Termageddon, we will use the generated embed codes to add the policies to your website and make sure they are visibly linked in the website footer.

For more information on the importance of privacy policies, see our knowledge base article here:
https://resources.marketeeringgroup.com/knowledge/the-importance-of-privacy-policies

Process

1. Once you choose to sign on with Termageddon, we will provide you with a referral link that will give you with a discount on your first payment. We suggest the yearly payment method in order to get the largest discount.
2. We will also connect you directly with the Termageddon team, who will help take you through the set up process for your new account.
3. At your request, Marketeering Group will do a preliminary scan of your website, and provide you with a list of tools we find that look to be collecting personal information on your website. We highly recommend that you complete your own audit of the information collected on the site, as well.
4. Once you've set up your Termageddon account, you will go through a survey answering questions about your business and website, in order to generate your Privacy Policy. The specialists at Termageddon will be able to help walk you through this process, if desired.
5. As part of your Termageddon account, you will also have the option to create a Terms of Service, Disclaimer, and End User License agreement. Termageddon will be able to help you determine if you need these documents for your website.
6. Once you are finished generating your applicable policies, you'll share the embed codes with Marketeering Group, and we will take care of embedding them onto your website and making sure they are visibly linked on the site. If you work with the Termageddon team to set up your policies, they will make sure we have access to the necessary codes for implementation.

Pricing: $170 (plus $119 /yr to Termageddon)