

Module 7 – Written Exercise Chapter 7, Exercise #12 (Privacy Statements)

Use your favorite web search engine to obtain a list of web pages that include the words “privacy statement”. Visit the webpages on the search results list until you find a page that includes the text of the privacy statement. Turn (the link) in with a report of about 200 words in which you answer the following questions:

- a. Does the site follow an opt-in or opt-out policy (or is the policy not stated clearly in the privacy statement)?
- b. Does the privacy statement include a specific provision or provisions regarding the collection of information from children?
- c. Does the privacy statement describe what happens to the collected personal information if the company goes out of business or is sold to another company? (List these provisions if any.)

Close your report with one paragraph in which you evaluate the overall clarity of the privacy statement.

Coincidentally, when I searched the Google (Google) search engine with the words “privacy statement”, a company that creates privacy statements for others popped up. I found that to be quite an amusing and ironic search entry. The company is called Rocket Lawyer (<https://www.rocketlawyer.com/privacy.rl>). Their privacy statement was pretty clear on most subjects. They even have a right-hand column (left hand column has the legalese) that breaks down a summary of the legal version of the statement for each section. I really liked that.

Although a legal document, the privacy statement is written in plain English. That being said, there was not a direct opt-in or opt-out section. It seemed to be assumed that if you use their service, you are automatically opting into their policies. You can delete a good portion of your information from their site if you go to your account to do so, and they state that if you are using the site you are agreeing to how they will use your information and data. If someone is just a visitor to the site, only anonymous data on demographics, browser type, and how long the person looks at the site is recorded.

There was not a specific provision about information gathered on children, but the site stated that no one under 13 should be using the site or would be allowed to register on it. Use of their services by anyone under 13 is prohibited by their Terms of Service policies (<https://www.rocketlawyer.com/terms-of-service.rl>). They do not provide any information for those minors from the age of 14 through 17.

After reading through the privacy statement several times, I did not see any provisions that targeted what would happen if the company was sold or went out of business. They state that they will not sell or trade user’s personal information. I would take that to mean that the information would not be given or sold in the event of them going out of business. It might be possible that if they are bought out the new company would get the information.

As stated previously, I think that they are quite clear and concise in the main areas that are necessary for a privacy policy. I would hope that they would be since they are the ones that are supposed to help others create privacy policies for their sites and businesses. If they couldn’t write a good privacy statement, their business would most certainly fail.

Works Cited

Google. *www.google.com*. n.d. web based search engine. 02 04 2021.

<https://www.rocketlawyer.com/privacy.rl>. *Rocket Lawyer*. n.d. website. 02 04 2021.