

GDPR Overview

I have included the full explanation of GDPR (General Data Protection Regulation) by Wikipedia at the end of this email, which is a bit technical. In English, GDPR Guidelines are the new global standard that have been implemented by the EU (European Union) in regards to protecting consumer information while one is visiting a website and/or submitting personal data. To be compliant though, websites need to inform and disclose to website visitors how personal information is being collected, processed and stored. Since you collect personal data through your registration form, **we need to add some new pages to your site.**

You have likely noticed that many websites you often visit have recently implemented a pop-up bar (similar to the below) that mentions that their website uses cookies and the option to “Learn More,” which is simply a link to one’s privacy policy page.

Below are just a couple examples of websites that have already implemented GDPR.

<https://michaelsaunders.com>

<http://barrett-jackson.com/>

Overview of Cookies

Being astute, you noticed that the alert bar makes reference to cookies. Cookies are small text files created by a website that is stored in the user's computer either temporarily for that session only or permanently on the hard disk (until cleared). Cookies provide a way for the website to recognize you and keep track of your preferences and are most commonly associated with database websites that have shopping carts or user logins. By default, your Sunkissed Village site is comprised of HTML pages and they do not generate any cookies themselves. However, your website utilizes Google Analytics which uses cookies to track one’s interactions within your websites and these are stored on one’s computer. This is referred to as usage data.

So What’s the Solution?

To be compliant with GDPR guidelines, you need to implement a **Privacy Policy** and a **Terms of Use** page on your website which overviews the types of personal and usage data that you collect while one is using your site (i.e. The Service). The Terms of Service page mentions one’s access to and usage rights for a given website. Both of these links can easily be added to the footers of all pages of your site as hi-lighted below.

Below are the actual **Privacy Policy** and **Terms of Use** pages on my Pro Web site as well as a client site. They are very general as you will see and would make a good outline for us to implement on your site.

<https://prowebdesigns.us/privacy-policy.html>

<https://prowebdesigns.us/terms-of-use.html>

(here's an example recently implemented on a client site)

<https://www.skholdings.com/privacy-policy.html>

<https://www.skholdings.com/terms-of-use.html>

What's the Cost?

The cost to implement would be \$71.25 (0.75 hrs x \$95/hr) **Just need your approval to proceed.**

Wikipedia's Explanation of GDPR

https://en.wikipedia.org/wiki/General_Data_Protection_Regulation