

# APEX PRIVACY STATEMENT REQUIREMENTS



## **DO I NEED A PRIVACY POLICY OR ITS EQUIVALENT (TOS) TERMS OF SERVICE OR (TOU) TERMS OF USE AND WHAT INFORMATION MUST I INCLUDE?**

Yes - A Privacy Policy / Statement or its equivalent (TOS) Terms of Service or (TOU) Terms of Use is required to be displayed within all APEX Member websites.

If no personal data of any type is collected your site must contain a statement that says similar to this:

- Whenever personal data of any type is collected, a privacy policy must be defined in detail, outlining how the site intends to use and display gathered information.
- Whenever cookies are used by the website, this must be stated in the Privacy Policy, describing for what purpose the cookies are used.
- Whenever third-party resources are used (including, but not limited to, guest books and forums), a warning must be issued. If the third-party resource deals with personal information differently than your site, this must be stated in your site's Privacy Policy. (For example, "If you are going to sign my guest book, be aware that this service provider may use your email for marketing purposes.")
- Whenever personal data from children below 13 years old is collected, this must be clearly stated in your site's Privacy Policy. Your site must strictly follow and enforce COPPA or similar regulations, whatever is applicable in the country where your site is based.

## **I accept credit cards. What do I have to state?**

- Whenever payments by credit card are accepted it must be clearly stated if the transaction is being done in a secure location or not.

## **My site sells goods or information. What do I have to state?**

- Whenever the site provides ways of buying any product or service, a fully detailed description of the

transaction procedure must be available either onsite or by email request.

- Whenever the site provides information considered of professional scope (e.g.. medical, law, psychology, financial) credentials must be provided or a clear and visible disclaimer must be present before any information is presented.

### **I declare that my site is a child-safe site. Is that enough?**

- If you declare your site as child-safe you must have a corresponding PICS label (meta tag) or Content Rating and/or Classification by a certified independent organization and it must be present in the site's entrance page. If used, the PICS label (meta-tag) must at all times reflect accurately the content it describes.



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