# **Sample CCPA Privacy Policy Template**

**How to Use the Template**   
This template can be used to help you write your own Privacy Policy

1. **Fill in company/Site and Contact Details:** Before publishing, fill in all [brackets] with your company/site info and contact details. Remember also to add the effective date.
2. **Customize Personal information:** The template simply provides examples of data processing. Customize the following sections:
   1. “Categories of personal information collected, used, sold, or shared” → list all user information you collect;
   2. “What are the purposes for which we use your personal information?” → explain why you collected user information and how you use them.
   3. “How long do we keep your personal information?” → specify how long you will keep the data.
   4. “How we collect information:” → specify how you collect personal information. Remember to also list any third-party services you use to process user information;
   5. “How to exercise your rights” → describe how your users can exercise their rights.
3. **Address Legal Obligations:** The template includes provisions for CCPA regulations. Check which privacy laws apply to you and customize your privacy policy according to your location and your users’ locations to meet legal requirements.

### **Privacy Policy of [Your Company Name]**

**Effective Date**: [Insert Date]

### **Owner and Data Controller**

[Here you should disclose your identity and make available all the necessary information to contact you.]  
  
**Owner contact email:** [your email address]  
**Business address:** [your physical address]  
**Phone number:** [your phone number]  
  
This Privacy Policy describes how [Your Company Name] (“we,” “us,” or “our”) collects, uses, shares, and protects the personal information of California residents in accordance with the California Consumer Privacy Act (CCPA).

This document was generated with the use of the [ccpa privacy policy template](https://www.iubenda.com/en/help/26696).

### **Categories of personal information collected, used, sold, or shared**

[In this section, you should summarize the categories of personal information that you’ve collected, used, sold, or shared.]  
  
**Information we collect:**  
We collect the following categories of personal information about you:

* **Personal identifiers**: Name, email address, phone number, etc.  
  *Example:* When you sign up for an account, we collect your name and email address for account creation.
* **Payment information**: Credit card details, billing address.  
  *Example:* We collect your credit card information when you purchase products from our online store.
* **Internet activity**: IP address, browser type, and browsing behavior.  
  *Example:* We track your IP address and page views to improve our website functionality and personalize your experience.
* **Commercial information**: Transaction history.  
  *Example:* We collect details about your purchases to process orders and manage returns.

We do not collect **sensitive personal information** such as social security numbers, racial or ethnic data, or biometric information.  
  
***(OR)***  
  
If you collect sensitive data:  
We collect sensitive personal information such as **government-issued identifiers** (e.g., Social Security Number) when necessary for specific services, like verifying your identity for financial transactions.  
  
We will not collect additional categories of personal information without notifying you.

### **What are the purposes for which we use your personal information?**

[Here you should describe the purposes of the collection, e.g. why you are collecting and processing personal information. A few examples may be the ones listed below.]  
  
[E.g.   
  
We use the personal information we collect for the following purposes:

* **To provide and maintain our products and services**: We process your information to ensure you can access and use the products and services we offer.
* **To process and fulfill your orders and requests**: We use your contact and payment information to complete your transactions.  
  *Example:* When you make a purchase on our website, we use your billing information to complete the payment process.
* **To personalize your experience and improve our website**: We analyze user behavior to tailor content and recommendations based on your preferences.  
  *Example:* We suggest products based on your previous purchases or items you have shown interest in.
* **To communicate with you, respond to inquiries, and provide support**: We use your email or phone number to respond to customer service inquiries and provide technical support.
* **To send you promotional materials and updates** if you have consented to such communication.  
  *Example:* You will receive emails about our new products or promotional offers if you have opted in.
* **To comply with legal obligations and protect our rights**: We use your information to comply with legal requirements or to protect our business interests.  
  *Example:* We retain certain transaction data to comply with tax regulations and auditing requirements.

We won’t process your information for unexpected purposes or for purposes incompatible with the purposes originally disclosed, without your consent.]

### **How long do we keep your personal information?**

[In this section, explain the data retention period, that is how long you will store the personal information you have collected.]

[E.g.   
  
We will retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law. For example:

* **Account information**: We will keep your account data for as long as your account is active or as needed to provide services to you.
* **Transaction data**: We may retain transaction data for up to 7 years for tax and accounting purposes.

After the retention period has expired, we will securely delete or anonymize your personal information, unless retention is required by law.]

**How we collect information: what are the sources of the personal information we collect?**

[Explain how you are going to collect the information. A few examples are: web forms, navigation, third parties, etc.]

[E.g.  
We collect your personal information in the following ways:

* **Directly from you**: When you provide information to us, such as during account creation, purchase, or customer support interactions.  
  *Example:* When you sign up for our newsletter, you provide your email address.
* **Through automated technologies**: We collect certain information automatically when you interact with our website, such as IP addresses, cookies, and browser data.  
  *Example:* We use cookies to track your browsing activity on our website and to remember your preferences.
* **From third parties**: We may receive information about you from third-party services like social media platforms or marketing partners.  
  *Example:* If you choose to log in using your Google account, we will collect your name and email address from Google.]

### **Your rights as a user**

[List what rights the users have in relation to their data. E.g. Under the CCPA, users have:

* **The right to opt out of the sale or sharing of your personal information**: You can opt out of the sale or sharing of your personal data to third parties by sending a request to [email address].
* **The right to access personal information**: You can request a copy of the personal information we hold about you.
* **The right to request the deletion of your personal information**: You can request that we delete your personal information, subject to certain exceptions.  
  *Example:* If you no longer wish to receive marketing communications, you can request that we delete your email from our database.
* **The right to correct inaccurate personal information**: If your information is inaccurate, you have the right to request correction.  
  *Example:* You can correct your shipping address if it is entered incorrectly.
* **The right to non-discrimination**: You will not face discrimination for exercising any of your rights.]

*Please note: additional rights may apply according to the CPRA. You can learn more here.*

### **How to exercise your rights**

[In this section, describe how your users can exercise their rights. In particular, how to submit a verifiable request containing all the necessary information to process it.]

[E.g.   
  
To exercise your rights under the CCPA, please submit a verifiable request to [email address or method]. Please include the following information to help us process your request:

* Your full name
* The specific request (e.g., to access or delete personal information)
* Information verifying your identity (e.g., account number, order details)]

### **How and when we are expected to handle your request**

[Explain how you will handle users’ requests and how long it will take to process it.]

[E.g.  
  
Once we receive your request, we will verify your identity and respond within **45 days**. If we need more time, we will notify you of the extension and explain why it is necessary.]

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