

# Privacy Policy

Desktop Design

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Purpose: Clearly communicate how user data is collected, used, stored, and protected

## Transparency and Compliance Requirements

Clearly communicate how user data is collected, used, stored, and protected

Outline the types of data collected (e.g., personal information, browsing behavior) and the legal basis for processing that data.

Ensure adherence to applicable data protection regulations (such as GDPR or local privacy laws).

Explain users' rights regarding data access, correction, and deletion, and provide contact information for data-related inquiries

## Content Guidelines

Use plain, accessible language that avoids legal jargon, making the policy understandable for all users.

Organize the policy with clear headings and subheadings (e.g., "Data Collection," "Data Use," "User Rights") to help users quickly locate relevant sections.

Include information on how often the policy is updated and the effective date of the current version.

Ensure that any changes are communicated to users in a transparent manner.

## Design and Integration

Ensure that the Privacy Policy page is accessible, with proper navigation, readable text sizes, and compatibility with assistive technologies.

Provide prominent links to the Privacy Policy in the website footer and during any data collection processes (e.g., sign-up forms).

Follow the overall identity guideline for typography, layout, and color to maintain a consistent look and feel.

# Cookie Consent

Desktop Design

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Purpose: Clearly inform users about the use of cookies and tracking technologies.

**Types of Cookies** Distinguish between different cookie types (e.g., necessary, functional, performance, marketing) and explain the purpose of each.

**Content Guidelines** Use straightforward language to explain what cookies are used for and how they affect the user experience.

Include brief descriptions alongside options to accept, reject, or customize cookie settings.

Ensure that users can easily change their cookie preferences at any time, including a mechanism to withdraw consent.

Keep up-to-date with relevant legal requirements regarding cookie consent, and update the messaging as necessary.

**Design and Integration** Design a clear, unobtrusive consent banner or modal that appears on the first visit, adhering to the site's visual identity guidelines.

Ensure that the design provides easy-to-identify buttons for "Accept All," "Reject All," or "Customize Settings."

Implement keyboard navigability and screen reader compatibility for the cookie consent interface. Use clear focus states and ensure that the consent options are accessible on all devices.

Follow the established typography, colors, and layout rules to ensure that the cookie consent element aligns with the identity guideline.