The 5 Core Privacy Principles

With so many state privacy laws, each with its own nuance, it's more effective to anchor your privacy program around a few shared principles than to chase multiple checklists. Regulators are generally looking for responsible, reasonable practices, not perfection.



Transparency

People deserve to know what data you collect and why.

Be transparent by keeping these accurate and easy to find:

- Privacy policies
- Cookie categories
- Do not sell/share notices

Consent & Choice

Individuals should have control over how their data is used and shared.

Offer meaningful choices before you collect data with:

- · Cookie banners
- GPC signals
- · Opt-out mechanisms



Data Access & Control

Everyone should be able to access, correct, or delete their personal information.

Think of user control as something that extends beyond consent by:

- · Providing explanations of how you process user data
- Creating mechanisms for users to access, correct, or delete information you've collected from them

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Data Minimization & Retention

Collect only what you need and keep it only as long as necessary.

Make responsible data disposal part of your privacy program by maintaining:

- · Retention & disposal schedules
- Data classification & inventory





Accountability & Governance

Assign responsibility, monitor compliance, and prove your policies are being followed.

You can build accountability into your website governance process by establishing:

- · Clear leadership & accountability roles
- Employee training & privacy awareness programs
- Reporting & audits procedures
- Incident and breach response plans

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