enterprise privacy office
PROVIDING NOTICE

❯ **Informing an individual of the data being collected about him or her is a core privacy principle. This is sometimes referred to as "providing notice." Below are some best practices on the communication of notice.**

- In general, communicate the following in the notice.

    - The purpose of the data collection and the legal authority for collecting the data;
    - The data elements being collected;
    - How the data will be used;
    - How the data will be shared beyond the entity collecting the information; and
    - Whom the individual should contact with questions.

- Notices should be written in plain language and should be accessible to the individual. This may mean providing notice in multiple languages or avoiding extremely small font. Check out *plainlanguage.gov* for writing tips.

- Provide notice at the point of collection, and be sure to provide that notice *before* collecting data. For example,

    - On forms, place the notice in a prominent location, such as at the top of the first page. Another option is to place a website link to the notice on every page.
    - On websites, require the user to acknowledge the notice by actively clicking "Accept" to get to the page where data is entered.

- Where possible, make opting-in the default. This means that the user is required to take an explicit action, such as clicking an "Agree" button before the user can begin submitting information.

- On an annual basis, review and update notices.

- Some laws and regulations require an agency to do more than only providing notice. They may require that the agency receive the consent of the individual before the data is collected. Agency legal counsel should always review all notices and consent forms to ensure compliance with legal and regulatory mandates.

PRIVACY POWER –UP !

What Are

Privacy Power-Ups?

- Tips to *ENERGIZE* privacy program implementation

- Pointers on information privacy safeguards, training techniques, and compliance activities

- Synopses of privacy hot topics, research, and technologies

- Tools for Agency privacy liaisons to increase privacy awareness and establish information privacy protections

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