Are Organizations Ready for New Privacy Regulations?

The Internet Society’s Online Trust Alliance (OTA) analyzed 29 variables in 1,200 privacy statements against three major privacy regulations: the European Union’s General Data Protection Regulation (GDPR), the California Consumer Protection Act (CCPA), and Canada’s Personal Information Protection and Electronic Documents Act (PIPEDA).

Users Need to Know How Their Data is Handled

- 95% explain why they are collecting user data
- 67% say they do not sell or share data with 3rd parties
- 57% hold 3rd parties to their same data sharing standards
- 2% have language about data retention

Statements Must Be Understandable

- 32% have “readable” statements based on OTA standards
- 3.5% have privacy statements in different languages
- 2% use icons to increase readability

Users Need a Clear Way to Contact Organizations

- 90% have a link to the privacy statement on the homepage
- 70% have a clear way to contact the organization
- 50% outline basic user rights to their data

Statements Must Be Up to Date & Transparent

- 70% have a date stamp
- 47% have a date stamp on or after 1 January 2018
- 3% have an archive or ability to compare previous versions

www.internetsociety.org/privacystatements