

**DISCLAIMER:** This template is for informational purposes only and should not be considered legal advice. Using this template or parts of this template is reasonable only if your company's operations can guarantee adherence to what is stated in the template. Consult a legal professional to ensure your privacy policy complies with applicable laws and regulations.

## Privacy Policy Template for SaaS + Example:

Data Category	Content	Template	Example
Introduction	Purpose of the policy, company commitment to privacy, effective date	"[Your Company Name] is committed to protecting the privacy of our users. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our [Product/Service Name] (the "Service"). This Privacy Policy applies to all users of the Service."	"Acme SaaS is committed to protecting the privacy of our users. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our Acme Project Management Platform (the "Service"). This Privacy Policy applies to all users of the Service."
Information We Collect	Types of data collected (personal, usage, financial), how it's collected (forms, cookies, analytics), lawful basis for processing (consent, contract, legitimate interest)	"We may collect the following types of information from you: \n* Personal Information: [List specific data points, e.g., name, email, address] \n* Usage Data: [List specific data points, e.g., IP address, device info, pages visited] \nWe collect this information through: [List methods, e.g., forms, cookies, analytics]. We process your information based on [legal basis, e.g., your consent, performance of a contract, legitimate interests]."	"We may collect the following types of information from you: \n* Personal Information: Name, email address, company name, job title \n* Usage Data: IP address, device type, browser type, pages visited, time spent on pages \nWe collect this information through: Account registration forms, cookies, third-party analytics tools. We process your information based on your consent and the performance of a contract."
How We Use Your Information	Specific purposes for using data (service provision, personalization, communication, marketing, legal compliance), user choices and controls (opt-outs)	"We use your information for the following purposes: [List specific purposes]. You have the right to opt out of certain uses of your information, such as marketing communications. You can manage your preferences in your account settings."	"We use your information for the following purposes: To provide and improve our service, personalize your experience, send you marketing communications (with your consent), and comply with legal obligations. You can manage your email preferences in your account settings."
Data Sharing	Third parties with whom	"We may share your information with	"We may share your information with

and Disclosure	data is shared (service providers, partners, affiliates), purposes of sharing, data security measures in place for shared data	the following third parties: [List specific third parties]. We only share information necessary for them to perform their services, and we require them to protect your information. We do not sell your personal information."	<i>third-party service providers who assist us with payment processing, customer support, and analytics. We do not sell your personal information."</i>
Data Retention	How long data is stored, criteria for determining retention periods, procedures for deleting data upon request or account termination	"We retain your information for as long as necessary to provide you with the Service and fulfill the purposes outlined in this Privacy Policy. You can request the deletion of your account and data at any time."	<i>"We retain your account information for as long as your account is active. We retain usage data for [specific period] for analytical purposes. You can request deletion of your account and data by contacting us at [email protected]"</i>
Security	Security measures implemented to protect data (encryption, access controls, audits), procedures for handling data breaches	"We take reasonable measures to protect your information from unauthorized access, disclosure, alteration, and destruction. These measures include encryption, access controls, and regular security assessments. In the event of a data breach, we will notify you and relevant authorities as required by law."	<i>"We implement industry-standard security measures, including encryption in transit and at rest, access controls, and regular security assessments. In the event of a data breach, we will notify you within 72 hours and take steps to mitigate the impact."</i>
Your Choices and Rights	User rights (access, rectification, erasure, portability, object to processing), how to exercise those rights, contact information for privacy inquiries	"You have the following rights regarding your information: [List specific rights, e.g., access, rectification, erasure]. You can exercise these rights by contacting us at [email protected]"	<i>"You have the right to access, correct, delete, or restrict the processing of your personal information. You can also object to the processing of your information or request data portability. To exercise these rights, please contact us at [email protected]"</i>
Changes to This Policy	Procedure for updating the policy, notification to users of changes	"We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page."	<i>"We reserve the right to update this Privacy Policy at any time. We will notify you of any material changes by email or through a notice on the Service."</i>
Contact Us	Contact information for privacy-related inquiries	"If you have any questions about this Privacy Policy, please contact us at [email protected]"	<i>"If you have any questions about this Privacy Policy, please contact us at [email protected]"</i>