



Over **70,000 clients** in more than **100 countries** rely on our software solutions and direct assistance for online legal compliance

A selection of our clients:



PROBLEM

**There are certain
legal requirements
with which
websites and apps
must always comply**

PRIVACY AND COOKIE POLICIES NEED CONTINUOUS UPDATES

The law requires every site/app which collects personal data to inform users via an up-to-date privacy policy (and cookie policy where applicable).

These documents must always accurately reflect the data processing activities carried out through the site/app. The disclosures made in these policies must also mention any third-parties with whom the data may be shared, and link to the respective policies of those third-parties.

THE COOKIE LAW REQUIRES THE COLLECTION OF A PRIOR CONSENT

The cookie law requires that informed user-consent must be collected before the installation of non-exempt cookies.

It's important to note, however, that the use of cookie-management systems which are not optimized for business activities can come with the risk of significant negative impacts on site performance and, ultimately, business revenue.

REGULATIONS CHANGE DEPENDING ON THE REFERENCE COUNTRY

Different countries and states may have their own legislations – which can present peculiarities when compared to other national laws.

When operating in multiple countries, it is, therefore, critically important to monitor the international legislative landscape, taking necessary measures to ensure that your activities comply with the regulations of the various markets in which you operate.

THE NEED OF ADJUSTMENT MAY SLOW DOWN NEW PROJECTS

Each new project requires dedicated documentation and verification of compliance.

Even if you have your own legal team, a constant commitment on multiple fronts can cause slowdowns in the start-up of new projects – even in the presence of requirements that appear easy to manage.

LEGAL CONSEQUENCES FOR NON-COMPLIANCE CAN INCLUDE HIGH FINES AND CRIPPLING SANCTIONS

The legal consequences for non-compliance can include fines up to €20M or 4% of the annual worldwide turnover (whichever is greater).

If commercial communications are sent without valid consent, the authorities may also order the complete invalidation of the database if one is unable to demonstrate the collection of valid consent.

SOLUTION

iubenda is the most
**simple, complete and
professional** way to
comply with
international data &
privacy laws

IUBENDA

A **single provider** for every online compliance need

Advanced software solutions + International legal team



MAIN LEGAL REQUIREMENTS

PRIVACY POLICY

The most basic elements that a privacy policy should include are:

- the identification details of the **data controller**;
- description of **what data** is being collected and **how**;
- what is the **legal basis** for the collection (e.g. consent);
- for **which specific purposes** are the data collected (e.g. analytics);
- **categories of sources** from which consumers' data is being collected;
- which **third-parties** will have access to the information (including any third-party tools and widgets);
- details relating to **cross-border/overseas data transfer** and which **measures** were put into place to facilitate this in a safe and compliant way;
- the **rights** of the user;
- the description of the process for the notification of **changes or updates** to the policy and its **effective date**.

Easily accessible and available in all the **languages** of the site/app.



MAIN LEGAL REQUIREMENTS

COOKIE POLICY

A basic cookie policy, at minimum, must contain:

- an up-to-date description of the **cookies used by the site** and their respective **purposes** (eg. measurement, ad personalization etc.);
- references to any **third-parties** which install or could install cookies through the site (e.g. facebook widgets, Google Ads etc.);
- the links to any relevant **policies** and/or **opt-out forms** of the aforementioned third-parties;
- a clear statement or indication as to **which action signifies consent**;
- instructions on how users may **deny or withdraw** their consent to the processing.

Easily accessible and available in all the **languages** of the site/app.

IUBENDA PRIVACY & COOKIE POLICY GENERATOR

The solution to **draft**, **update** and **maintain** your Privacy and Cookie Policy

✓ FOR GDPR

✓ FOR CCPA

Easily generate and manage a Privacy and Cookie Policy that is professional, self-updating and customizable from 1,000+ clauses, available in 8 languages, drafted by an international legal team and up to date with the main international legislations.



PRIVACY & COOKIE POLICY GENERATOR



Always updated
Privacy and
Cookie Policy

Modify the
documents
remotely

Site scanner to
auto-detect
services



Customizable from
1,300+ clauses

8 languages
available

Hosted by
Akamai



Backed by an
international
legal team

GDPR-Ready &
CCPA-Ready

PRICING

Privacy & Cookie Policy Generator

29\$/year for each site/app and language

Multi-license plans available starting from 9\$/month for 5 slots

Complete pricing on www.iubenda.com/en/pricing



MAIN LEGAL REQUIREMENTS

COOKIE BANNER

The cookie notice/banner must:

- be **visible upon initial access** to the site;
- briefly **explain the purpose of the installation of cookies** that the site uses, and clearly **state which action will signify consent**;
- be **sufficiently conspicuous** so as to make it noticeable; and
- **link to a Cookie Policy** with details about cookie purpose, usage, and related third-party activity.



MAIN LEGAL REQUIREMENTS

COOKIE CONSENT AND PRIOR BLOCKING

The Cookie Law in the EU requires that informed user consent must be collected before the installation of non-exempt cookies.

So, all scripts that install or that could install profiling cookies must first be blocked and reactivated only after consent.

User-preferences can be “remembered” for a set period so that return users are not asked again and again for consent once they’ve provided it.

IUBENDA COOKIE SOLUTION

Cookie consent management for ePrivacy, GDPR and CCPA

✓ FOR GDPR

✓ FOR CCPA

Easily generate a fully customizable cookie banner or a CCPA notice of collection, seamlessly collect consent, implement prior blocking with asynchronous re-activation and support opt-out from sale via a “Do Not Sell My Personal Information” link.



IUBENDA COOKIE SOLUTION



Customizable
cookie banner and
notice of collection

GDPR: Prior
blocking of cookie
scripts and
consent detection

CCPA: DNSMPI link
and opt-out signals



8 languages
available

Advanced consent
analytics

Hosted by
Akamai



CMP integrated
with the IAB
framework (TCF)

Web server module
(Apache, nginx, IIS)

CMS plugin
(WordPress, Joomla!,
Prestashop, Magento)

PRICING

Cookie Solution

Free on sites with fewer than 25,000 page views/month

Plans starting from 9\$/month for sites with more than 25,000 page views/month

Complete pricing on www.iubenda.com/en/pricing



MAIN LEGAL REQUIREMENTS

CONSENT REQUIREMENTS

When using consent as lawful basis of data processing, the data controller must collect **freely given, specific, explicit and informed consent**.

GDPR also places the **burden of proof** on the data controller which is explicitly required to demonstrate – **unambiguously** – proof that valid consent has been collected.

These consent proofs or records must contain **specific information** in order to be considered, including:

- **who** provided the consent;
- **when and how** consent was acquired from the individual user;
- the consent collection **form** they were presented with at the time of the collection;
- which **conditions and legal documents** were applicable at the time that the consent was acquired.

IUBENDA CONSENT SOLUTION

Easily collect **GDPR consent**, document opt-ins and **CCPA opt-outs**

✓ FOR GDPR

✓ FOR CCPA

Record and manage GDPR consent, document opt-ins and CCPA opt-outs for each of your users. It smoothly integrates with your consent collection forms, syncs with your legal documents and includes a user-friendly dashboard for reviewing consent records of your activities.



IUBENDA CONSENT SOLUTION



Easy to install JS library for online forms or REST HTTP API and JS SDK to have full control over consents

Store a proof of consent whenever a user fills out a form



Keep track of the form and legal documents the user was prompted with

Get consent history and preferences for each user



User-friendly dashboard for reviewing consent records of your activities

CMS Plugins



MAIN LEGAL REQUIREMENTS

OFFLINE COMPLIANCE DUTIES

GDPR has severe impacts on the internal company compliance level.
For instance, it requires the data controller to:

- appoint data processors, DPOs and/or EU-representatives;
- notify the Supervisory Authority in case of data breach;
- maintain records of processing activities;
- carry out Data Protection Impact Assessments (DPIAs).

INTERNAL PRIVACY MANAGEMENT

Easily document all the **data processing** activity within your organization

✓ FOR GDPR

Create your record of processing activity: add processing activities from 1300+ pre-made options, divide them by area, assign processors and members, document legal bases and other GDPR-required records.



INTERNAL PRIVACY MANAGEMENT



Describe the details of your data processing activity

Define retention policy and security measures for each data processing activity



Add areas to describe your data processing activities granularly

Create members and assign roles to each area



Manage multiple projects with a single account

Seamlessly integrated with all the iubenda compliance solutions

PRICING

Consent Solution + Internal Privacy Management

39\$/month up to 10,000 consents per month

Plan valid for an unlimited number of sites, apps, and projects

Complete pricing available on request at business@iubenda.com



MAIN LEGAL REQUIREMENTS

TERMS & CONDITIONS

Terms & Conditions set the way in which your product, service or content may be used, in a legally binding way, and are crucial for protecting businesses from potential liabilities.

In some cases they can be mandatory, such as in the case of e-commerce, where payment data is processed.



MAIN LEGAL REQUIREMENTS

TERMS & CONDITIONS

The Terms and Conditions should at least include the following:

- identification of the business;
- description of the service that your site/app provides;
- information on risk allocation, liability, and disclaimers;
- warranty/Guarantee information (where applicable);
- the existence of a withdrawal right (where applicable);
- safety information, including instructions for proper use (terms of delivery of product/service):
- rights of use;
- conditions of use/purchase (e.g. age requirements or location-based restrictions);
- refund policy/exchange/termination of service and related information;
- information related to methods of payment.

IUBENDA TERMS AND CONDITIONS GENERATOR

The solution to **draft**, **update** and **maintain** your Terms and Conditions

✓ FOR E-COMMERCE, MARKETPLACE, SAAS, APPS AND MORE

Easily generate and manage a Terms and Conditions document that is professional, customizable from over 100 clauses, available in 8 languages, drafted by an international legal team and up to date with the main international legislations.



TERMS & CONDITIONS GENERATOR



Always updated
Terms and
Conditions

Modify the
documents
remotely

Backed by an
international
legal team



Guided set-up to
help you include
everything you
need

Customizable from
100+ clauses

8 languages
available



Pre-defined scenarios,
from the most
common (e-commerce
and apps), to more
complex ones, like
marketplace and SaaS

Plug-and-go
integrations for
popular store systems
like Shopify, eBay
and Amazon

PRICING

Terms & Conditions Generator

129\$/year for each site/app and language

Multi-license plans available (e.g. 3 Ultra Licenses at 25\$/month)

Complete pricing on www.iubenda.com/en/pricing

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Portland Press Herald