

Privacy Policy Requirements (Iowa)

What Needs to Be In The Privacy Policy?

- ☐ **1. The following is required to be included in a privacy notice** (Sec. 715D.4):
 - ☐ The categories of personal data, including, if applicable, any sensitive data processed by the controller;
 - ☐ The purpose for processing personal data;
 - ☐ How consumers may exercise their consumer rights, including the process by which a consumer may appeal a controller's decision with regard to a consumer's request;
 - ☐ The categories of personal data that the controller shares with third parties, if any;
 - ☐ The categories of third parties, if any with whom the controller shares personal data;

- ☐ **2. Additionally, if the controller sells personal data to third parties or engages in targeted advertising** (Sec. 715D.4):
 - ☐ The controller shall clearly and conspicuously disclose such activity, as well as the manner in which a consumer may exercise their right to opt out of such activity.

- ☐ **3. A controller shall establish and describe in a privacy notice, secure and reliable means for consumers to exercise their consumer rights:** (Sec. 715D.4):
 - ☐ Such means shall consider the ways consumers:
 - ☐ Normally interact with the controller;
 - ☐ The need for secure and reliable communication of such requests; and
 - ☐ The ability of the controller to authenticate the identity of the consumer making the request.
 - ☐ A controller shall not require a consumer to create a new account in order to exercise its consumer rights, but may require a consumer to use an existing account.
- ☐ **4. A controller may not process sensitive data for a nonexempt purpose without providing the consumer with a clear notice and opportunity to opt out or in the case of a known child, without processing the sensitive data in accordance with COPPA. Sec 715D.4)**

How Does The Privacy Policy Need To Be Provided? (Sec. 715D.4):

- ☐ In a reasonably accessible, clear and meaningful manner.