

The NYS Consumer Protection Board urges consumers to be careful when providing personal information online while playing games, booking travel, communicating through social networking sites and other Internet-based activities to safeguard their privacy. The 'Make Privacy Your Policy' Program is designed to offer consumers guidance as they navigate websites.

Read the privacy policies of the sites you visit and frequent only those sites whose policies meet your expectations. As you are reading the privacy policies, ask and answer these ten questions before proceeding with your online activity.

NYS Consumer  
Protection Board  
5 Empire State Plaza  
Suite 2101  
Albany, New York 12223



[www.nysconsumer.gov](http://www.nysconsumer.gov)

Advocating for and Empowering  
NY Consumers



# Make Privacy Your Policy

1. **What information is being collected about you?**  
Can any of this information be used to identify you personally? Is it being used by itself or in combination with other information?
2. **For what purpose are they using your information?**  
Is the information used only for the purpose for which you offered it? Is it being used for any other purpose? If so, do you find any of these purposes objectionable?
3. **With whom are they sharing your information?**  
Are they employees of the company? Or are they subsidiaries or affiliates of the company? Are they individuals or businesses which are outside the company?
4. **Are you given choices?**  
Are you able to grant permission for collecting, using or sharing your information?
5. **Is the choice to opt-in or opt-out?**  
In other words, do you have to say "yes" before information can be collected, used or shared? Or is your only choice to say "no" to stop the collection, use or sharing that may have already occurred?
6. **Do you have the right to know what information the website has about you?**  
Is there a way for you to access this information so you know what they have?
7. **Do you have the right to modify or delete information about you?**  
Is there a mechanism for you to change information that is inaccurate or inappropriate?
8. **Is your web surfing behavior being tracked for commercial purposes?**  
Does the site use cookies? Web bugs? Other tracking methods?
9. **How is your information being secured?**  
What steps is the company/website taking to prevent identity theft or a data breach?
10. **How long is your information being retained by the company?**  
Is it deleted right away? Or kept for a period of time? How long? Does the company explain why it needs to keep your information for this period?

