Simple Privacy Policies

- One-Time
- Personal
- Profile

One-Time

- respond to the user's immediate request/reason for sharing the data
- share the data internally within the company
- retain the data identifiably for a baseline period (e.g., a month)
- retain the data in the aggregate indefinitely
- display contextual advertising
- provide security and fraud prevention
- troubleshoot
- optimize the service/product
- conduct research/testing on the service/product
- conduct internal business processes (e.g., audits)

Personal

Everything allowed by the one-time policy, plus:

- personalize or customize the service to the user
- retain the data identifiably for a longer but limited amount of time

Profile

Everything allowed by the personal policy, plus:

- create user profiles
- serve advertising on the basis of user profiles
- sell or barter user profiles
- perform any other operation using user profiles
- retain the data identifiably for an indefinite period

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