The Pearl Diver application allows you to see who has interacted with your owned channels (website/emails) and identify the most likely purchasers, putting you back in control of the purchasing cycle.

As data is being collected from these engagements, implementing a privacy policy and consent string via your website is insurance to keep you and your business safe.
It's important to note that privacy laws vary by jurisdiction and your privacy policy should be reviewed and updated as necessary to ensure compliance with the laws that apply to your business.

ADDING A WEBSITE PRIVACY POLICY:

A privacy policy should include information about the personal data you collect, how you use it, and who you share it with. We recommend your privacy policy should include the following information:

- Types of personal data collected: This should include a list of the types of personal data you collect, such as name, address, email, phone number, etc.
- Purpose of collection: Explain the reasons why you collect personal data, such as for account creation, to provide services, for marketing, etc.
- Data storage and retention: Explain where and for how long the personal data will be stored.
- Data sharing: Explain with whom you may share the personal data, such as service providers, third-party advertisers, etc.
- User rights: Explain the rights of the users regarding their personal data, such as the right to access, correct, delete, or restrict the processing of their personal data.
- Data security: Explain the measures you have taken to protect personal data from unauthorized access, misuse, and unauthorized disclosure.
- Changes to the privacy policy: Explain the process for updating the privacy policy and the steps you will take to inform users of any changes.

ADDING A CONSENT STRING

A consent string is a string of characters that encodes information about user consent for the collection and usage of personal data for online advertising purposes. Your consent string contributes to your compliance with the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA).

Whether you need a consent string may depend on your location and the laws that apply to your business. If you operate in the European Union or California and are collecting and using personal data for online advertising purposes, you may need to obtain user consent and use a consent string to store and convey this information. It is advisable to consult a

legal expert to determine the specific requirements that apply to your business. However, to utilize the Pearl Diver service, we required this out of an abundance of caution.

How you add a consent string to your website varies depending on where you host your website. Different hosts have different ways to add a consent string, either through an inbuilt function they already offer or a recommended plugin they recommend implementing with their software. You can also utilize a third-party software to run and manage consent strings. We recommend discussing options with us directly, or discussing with an IT or development contact who was involved with your website management.