



Advertising
Specialty
Institute®

Knowledgebase > ESP Websites > FAQs > Privacy Policy FAQs

Privacy Policy FAQs

Jennifer M - 2019-05-16 - FAQs

Privacy Policy FAQs

What is a Privacy Policy?

A privacy policy is an agreement with you and your Internet site visitors that explains the information you gather, how you use the information and how you protect it. It also explains how the site uses cookies.

Why do I need a Privacy Policy?

A privacy policy is legally required for Internet sites.

Why is ASI changing the Privacy Policy on my ESP Website or Company Store?

As the use of the Internet changes as well as laws governing the Internet, ASI audits the privacy policy and updates it from time to time.

Why is ASI providing a Privacy Policy?

ASI provides the sample privacy policy as a convenience to its members who license ASI services. While ASI cannot provide legal advice, it can provide the sample privacy policy for informational purpose to enable you to consult with your counsel and make an informed decision.

Do I need a Privacy Policy?

Yes. A privacy policy is legally required for Internet sites.

Can I provide my own Privacy Policy?

Yes. You can provide your own privacy policy by submitting it to Customerservice@asicentral.com. You need to provide your ASI number and Internet domain.

Should I seek advice of counsel?

Seeking the advice of your counsel is never a bad idea. One of the reasons ASI provides the sample privacy policy is to enable its members to have a discussion with their attorney.

Providing the privacy policy for your possible use is for informational purposes only and is not for the purpose of providing legal advice and should not be relied upon or used as such. You should contact your attorney to obtain advice with respect to the privacy policy you wish to use.

Terms of Service FAQs

What are Terms of Service?

Terms of Service set forth the terms and conditions for customers use of your ESP Website or Company Store. In other words, they are the ground rules for visitors to use your site. If you look at various sites on the Internet, you will notice that most sites contain terms of service.

Why do I need Terms of Service?

Terms of service provide protections to the site owner by establishing the permissible ways to use the site. For example, the terms of service warn users that there may be inaccuracies in some content for which the site owner cannot be responsible. For example, a supplier may no longer have a particular color in stock that is displayed.

Standard terms and conditions require that only people of legal majority may use the site. This places the public on notice that your site was not designed for minors.

Another right that the terms of service provide for you is that you have the right to refuse an order.

Your site also contains a provision required of sites that are accessible to California residents.

Why is ASI changing the Terms of Service on my ESP Website or Company Store?

As the use of the Internet changes in addition to laws governing the Internet, ASI audits its terms of service and updates them from time to time.

Why is ASI providing Terms of Service?

ASI provides the sample terms and service as a convenience to its members who license ASI services. While ASI cannot provide legal advice, it can provide the sample terms of service for informational purpose to enable you to consult with your counsel and make an informed decision.

Do I need Terms of Service?

Given the protections that terms of service provide and legal requirements, you should consider having terms of service for your site.

Can I provide my own Terms of Service?

Yes. You can provide your own terms of service by submitting them to customerservice@asicentral.com. You need to provide your ASI number and internet domain.

Should I seek advice of counsel?

Seeking the advice of your counsel is never a bad idea. One of the reasons ASI provides the sample terms of services is to enable its members to have a discussion with their attorney.

Providing the terms of service for your possible use is for informational purposes only and is not for the purpose of providing legal advice and should not be relied upon or used as such. You should contact your attorney to obtain advice with respect to the terms of service you

wish to use, if any.