



### 3. Make it visible

Use a large and visible font for your privacy policy, and make sure people can find it easily on your site. If the policy is written in small print and hidden, visitors are likely to get suspicious. One of the best ways of [making it accessible](#) is by having a tab on your homepage that links to the policy. In addition, the tab should also appear whenever the customer is required to submit some information. You could use wordings such as 'How we keep your information safe', 'Privacy and security' or 'Our privacy policy'.

### 4. Get ideas from other websites

It would be advisable to visit no less than three other websites to see how they manage their privacy policies. This will give you an idea of what would work best on your own website. Take note of where the privacy policy is located on each site and how long it took you to find it. How many clicks did it take to access it? Is it written in simple and clear language? Does it elicit trust from the reader?

## ABOUT CHARLES MBURUGU

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