LoftyBiz Signup Wording and Privacy Page Outline

Companion download for LoftyBiz 173 — Customer Data and Permission: Opt-In, Privacy Pages and a Clean List

Rewrite one signup box or form so the person has to choose, with one sentence about what you will send. Add or shorten a privacy page in plain language, and check that leaving takes one clear step. Then remove any addresses you cannot trace to a permission. If you are unsure about a rule in your country, show your form and your short page to a local adviser before you send the next campaign.

1. Rewrite one signup so the person has to choose

Rewrite one signup box or form so the person has to choose, with one sentence about what you will send.

The signup I will rewrite this week	The one sentence about what they will receive

2. Short privacy page in plain language

Write what details you collect, why you need them, how you contact people, how long you keep them, and how someone can ask a question or request deletion.

#	What the short page should say	Written?
What I collect		
Why I need it		
How I contact people		
How long I keep it		
How to ask or delete		

3. Make leaving easy

Check that leaving takes one clear step. Honour a leave or stop request the same day, not at the end of the month.

Where people leave (email link, reply stop, form)	Is it one clear step?	Honoured the same day?

4. Keep the list clean

Remove any addresses you cannot trace to a permission. Once a month, remove bounced addresses and check that stop requests have been processed. Never buy a file of strangers' addresses. Keep the signup wording, privacy page and monthly tidy-up as a checklist in Systex.

Addresses I cannot trace to a permission (remove)	The tidy-up I will write down in Systex

Worked examples (not promises)

Nadia runs a small online shop in Denver that sells home textiles: curtains, cushions and table linen. She had collected emails in several ways: a pop-up, a checkout box that was already ticked, and a notebook from a market stall. She started again. Every signup had to be an action the person chose: an unticked box, a form they completed, or a written request at the stall. Next to the box she wrote one plain sentence: I want occasional emails about new textiles, care tips and offers. I can leave at any time. She removed the pre-ticked box at checkout. A receipt is not the same thing as a marketing list. She sent a short welcome message within a day, with a link to leave. She wrote down where each address came from: website form, checkout, or stall. These are illustrations, not a claim that a list will grow fast, and not a model of the law in every country. These are examples, not promises.

Owen runs a maths tutoring practice in Pittsburgh, online and in a small study room. He wrote a short privacy page in ordinary language: what details he collects, why he needs them, how he contacts people, how long he keeps them, and how to ask a question or request deletion. He asked a local adviser to review it against the rules where he worked. Every newsletter had a clear leave link. For WhatsApp, he wrote in his first message that a parent could reply stop and he would remove the number from updates. He honoured those requests the same day, not at the end of the month. Only he and one assistant, on a work account, could see the contact sheet. Once a month he removed addresses that had bounced. He did not buy a list of local parents from a stranger. When a parent asked what he held on file, he could explain it in two minutes and then do what it said. These are examples, not a full privacy programme, and not legal advice for your country. These are examples, not promises.

Keep the permission review as a checklist in Systex. Systex is our own product. You can find Systex at loftybiz.net. Click the link in the description.

Settings in the video: Denver and Pittsburgh, USA. Official figures only; no currency figures. Systex is our own product. You can find Systex at loftybiz.net. Click the link in the description.

Example figures, not targets or forecasts. General education, not financial, legal, HR or tax advice. Results vary. Check the rules where you work. These are examples, not promises. Figures in the video are rough examples, not targets or forecasts.