

Data Privacy Guidelines for Services

Dating and social discovery services play a crucial role in managing, protecting, and respecting personal data. Adhering to data laws is paramount, with focus on collection, processing, and security.

By adhering to these guidelines, services ensure data privacy while providing effective and safe user experiences.

Key Laws:

- European GDPR (2016/679)
- EU E-Privacy Directive
- EU Audiovisual Media Services Directive
- United States COPPA
- US State by State Laws including: California, Nevada, Virginia, Colorado, Illinois, Massachusetts and Texas
- UK GDPR 2018 - Soon to be DPDI Act
- UK Computer Misuse Act 1990
- UK Electronic Communications Act 2000
- Canada PIPEDA

Understand local regulations in your operational markets, for instance, in the UK the Information Commissioner's Office (ICO) oversees data privacy and data protection.

Data Usage

Clarity:

- Specify data usage purposes clearly.

Transparency:

- Obtain user consent for sharing user profiles on affiliated apps/sites.
- Be clear how data may be used for advertising or marketing purposes.

Data Security:

- Implement strong security measures.
- Utilise cybersecurity frameworks for best practice.

Retention Policy:

- Define data retention duration, ensuring necessity.

User Data Rights:

User Data Access:

- Allow users to access their data upon request.

Right to Erasure:

- Establish a policy for data destruction upon user request.

User Education:

- Encourage responsible user-generated content management and password security.

Blocking & Data Handling:

- Inform users about data handling when blocking other users.

Marketing Communication:

- Clearly inform users about potential data sharing with commercial partners.

Profiling:

- Use profiling tools responsibly, respecting user rights.

Sale of User Data:

- Do not sell user data without explicit consent.

Children's Data

- Child Protection: Follow ICO's children's code for data protection - the [Age Appropriate Design Code](#) where applicable.

Further Guidance:

Guidance Resources: Refer to [ICO guidelines for GDPR](#) compliance and data protection
Be sure to check the data protection regulation in all the jurisdictions in which you operate.