

As more and more people online are becoming aware of privacy laws, having a Privacy Policy displayed on your website that discloses how you gather and handle your visitors' personal information is a great way to build trust and help your website users feel secure.

It's a good practice to follow even if you're not collecting any sort of personal information from your website's visitors. This is because Privacy Policies are increasingly prevalent. If a visitor sees that you don't have one published, she may be led to believe that you do, in fact, collect information from your visitors but aren't disclosing it. It's better to have one posted that states that you do not collect any information from your site's visitors. This is especially true for blogs.