**Principle- 1**

Purpose of collection of personal information

As an owner of website I would collect personal information of client/users when it is required by company/organisation to fulfil requirement of certain activities.

**Actionable**

How do clients know if information collection is necessary?

How accurate does my purpose for information collection need to be?

**Principle – 2**

Source of personal information

My website will collect information from client only so the client would know what is happening and why the information is taken and also client can control some information which is not necessary to share.

**Actionable**

What if my someone get client’s address from publicly available sources?

What if website breaches the law?

**Principle – 3**

Collection of information from subject

My website will provide all information to the client about what it is being collected, who will receive all information, highlight all mandatory questions and also inform client that what will happen if the information is not been collected.

**Actionable**

What if website is making a video or audio recording of client’s information without letting the client know?

What if website is asking for unnecessary information?

**Principle – 4**

Manner of collection of personal information

My website will ensure that any information is not collected unlawfully and will make sure all the information is collected in a legal way.

**Actionable**

What if information is collected unlawfully?

Is the information taken from correct sources?

**Principle – 5**

Agency not to keep personal information for longer than necessary

My website will hold the data only for required period to use the information legally.

**Actionable**

How long my website will keep the record of collected information?

My website will update/delete information within given timeframe.