

Website Terms & Privacy Policy – Clause Map (Annotated)

Educational Guide for Startups, SaaS & Online Businesses

Important Disclaimer

This document is provided solely for educational and informational purposes. It does not constitute legal advice and should not be used as ready-to-use Website Terms or Privacy Policies. The clause maps below illustrate structure and common considerations only. Use of this document does not create an advocate–client relationship.

Purpose of This Clause Map

This annotated clause map explains the typical clauses found in Website Terms of Use and Privacy Policies. It helps founders understand how website legal documents function as risk-allocation and compliance tools.

PART A: WEBSITE TERMS OF USE – CLAUSE MAP

1. Acceptance of Terms

Clause Function: Explains how users agree to the website terms.

Annotation: Clear acceptance language strengthens enforceability of online terms.

2. User Eligibility

Clause Function: Sets age and capacity requirements for users.

Annotation: Important for avoiding unenforceable contracts with minors.

3. Permitted Use

Clause Function: Defines how users may access and use the website.

Annotation: Forms the basis for misuse and access restriction.

4. Prohibited Activities

Clause Function: Lists activities that are not allowed on the website.

Annotation: Clear prohibitions support suspension and enforcement actions.

5. Intellectual Property Rights

Clause Function: Clarifies ownership of website content and branding.

Annotation: Prevents unauthorised copying or misuse of content.

6. User-Generated Content

Clause Function: Addresses content submitted by users.

Annotation: Defines ownership, licences, and moderation rights.

7. Third-Party Links

Clause Function: Disclaims responsibility for external websites.

Annotation: Limits liability for content outside the operator's control.

8. Disclaimers

Clause Function: Explains limits of responsibility for website information.

Annotation: Cannot exclude liability prohibited by law.

9. Limitation of Liability

Clause Function: Caps liability arising from website use.

Annotation: Must be reasonable and clearly communicated.

10. Termination and Suspension

Clause Function: Explains when access may be restricted or terminated.

Annotation: Procedural clarity reduces wrongful termination claims.

11. Governing Law and Jurisdiction

Clause Function: Specifies applicable law and courts.

Annotation: Important for cross-border users.

PART B: PRIVACY POLICY – CLAUSE MAP

1. Scope and Application

Clause Function: Explains who the privacy policy applies to.

Annotation: Clarifies territorial and user scope.

2. Information Collected

Clause Function: Lists types of personal and non-personal data collected.

Annotation: Transparency here is essential for compliance.

3. Method of Collection

Clause Function: Explains how data is collected (forms, cookies, etc.).

Annotation: Reduces ambiguity and builds user trust.

4. Purpose of Processing

Clause Function: Specifies why data is collected and used.

Annotation: Use beyond stated purpose may create liability.

5. Data Sharing and Disclosure

Clause Function: Explains if and when data is shared with third parties.

Annotation: Important for vendor and cloud integrations.

6. Data Retention

Clause Function: Specifies how long data is retained.

Annotation: Avoid indefinite retention without justification.

7. Data Security Measures

Clause Function: Describes steps taken to protect data.

Annotation: Should reflect actual practices.

8. User Rights

Clause Function: Explains access, correction, and deletion rights.

Annotation: Must align with applicable data protection law.

9. Cookies and Tracking

Clause Function: Explains use of cookies and tracking tools.

Annotation: Often overlooked but legally sensitive.

10. Updates to the Policy

Clause Function: Explains how changes to the policy are made.

Annotation: Unilateral updates require transparency.

11. Contact Information

Clause Function: Provides a contact point for privacy queries.

Annotation: Supports accountability and compliance.

Closing Note

This clause map is intended to explain structure and risk considerations only. Actual Website Terms and Privacy Policies must be customised based on the nature of the website, user base, and applicable legal requirements.