

**West Virginia Executive Branch  
Privacy Tip of the Week**

**BE KIND, GIVE NOTICE**

**Question:**

I know if my department collects personally identifiable information (PII) that we should be giving out a written description of our information management practices (Notice) to those individuals requesting it. How do I make sure that I am giving proper notice?

**Answer:**

There are minimum standards ([Notice Policy](#)) which should be followed in order to make sure that your department's Notice is appropriate. These standards will help make sure your clients are very clear about what their PII is being used for, who it is being used by, and what rights they have regarding their PII. These minimum standards include:

- ✓ The Notice should be clear, uncluttered and easy to read. The text should be plainly worded, with a minimum of "legalese".
- ✓ The Notice should be written so that people with different reading abilities may read and understand the information. If you are providing Notice to a population that doesn't read well, establish a process to deliver the Notice consent orally.
- ✓ The Notice should be large enough and placed prominently enough for the reader to find and follow, even on a complex data collection form. If you are providing notice to an older population, consider offering large type versions.
- ✓ An extra copy of the Notice and the data collection form should be available for the reader to take if they would like a copy for their records.