

Nicole Wozniak

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Written Exercise 12, Chapter 7

*Use your favorite Web search engine to obtain a list of Web pages that include the words “privacy statement.” Visit the Web pages on the search results list until you find a page that includes the text of a privacy statement. Print the page and turn it in with a report of about 200 words in which you answer the following questions:*

- a. Does the site follow an opt-in or opt-out policy (or is the policy not stated clearly in the privacy statement)?*
- b. Does the privacy statement include a specific provision or provisions regarding the collection of information from children?*
- c. Does the privacy statement describe what happens to the collected personal information if the company goes out of business or is sold to another company? (List these provisions, if any.)*
- d. Close your report with one paragraph in which you evaluate the overall clarity of the privacy statement.*

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Website found: <https://www.salesforce.com/company/legal/privacy/#privacy-statement>

Opt-in or opt-out policies seem to be only in relation to event sponsors getting personal data directly, for California Residents related to following California law regarding Personal Data, behavioral advertising opt-out options, and cookies for individual browsers. They do offer a link to another page related to opt-out pages for Network Advertising Initiative as well. So, Salesforce does have some options for opt-out related to selected policies. They do have an entire section related to children, stating they do not knowingly collect Personal Data from anyone under the age of 13, but they are not directly providing services for children either. Data collected from individuals between the ages of 13 – 18 are done so with content of a parent/guardian, and they provide steps if anyone believes data was collected mistakenly or unintentionally. Looking through this page, I do not see anything listed related to what happens to Personal Data if something happens to Salesforce, such as they sell to another company or go out of business. I wonder if due to the type of business Salesforce is, this is a bit of a different situation regarding what happens in the event of being bought out or shutting down. Overall, their page is pretty easy to read through and find information but what I did read feels like I have very limited options if I do not want my personal data to be collected.