

K-Notes: VISUAL PRIVACY POLICY

From Domino's Pizza

Preserve relationships while still making deals

Make language more accessible and take into account who you are writing for. It can make a big difference in getting users to actually read click-through agreements.

"[The visual contract] reassures the end user as to how the data will be used. It builds transparency. And the branding—it's a marketing tool."



Sarah Ouis

Legal Counsel at MD Group

KEY TAKEAWAYS

• Visual Contracts Encourage Reading

Simplifying the contract language and focusing on plain language expressions, then converting that into a bulleted list with icons, optimizes for reading on a screen.

"Focus on what we want out of this business relationship instead of focusing on anticipating every worst case scenario."

• Ask Who and What

Question who this information is for and what you are trying to communicate to them. This will guide the kind of language you should use. If you're not writing to an audience with legal experience, weed out the legalese.

• Transparency Through Reading Comprehension

When drafting, write for a 7th grade reading level. Pay attention to what terms your readers may not be familiar with and explain them in a clear and concise ways.

• Condense to Fewer Pages

The fewer pages, the better. Visualization can help convey several complex legal ideas in a small space.