

5 TIPS FOR HANDLING RETURNS

1. Privacy policies required by law

Organizations are required by law to have privacy policies in place, and such policies should address returns. Making information about a retailer's privacy practices readily available at the return counter is a good first step.

2. Explanation required why personal information being collected

Organizations should be able to explain why they are collecting customers' personal information. If it is used for any other purpose besides processing returns (like secondary marketing), customers need to know and consent.

3. Cannot require more personal information than needed

The law prohibits retailers from requiring customers to provide more information than necessary for processing returns.

4. Retention policies required by law

Organizations should review the way the return information is stored. It should not be retained any longer than necessary.

5. Employees should receive privacy training

Employees handling returns should know about the organization's privacy policies, and there should be someone designated as Privacy Officer to address customer questions related to privacy.

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