



Jimdo Releases Legal Text Generator to Protect Websites Against GDPR Fines

Hamburg, September 26 Thanks to a cooperation with Trusted Shops, Jimdo is now the first and only major website provider to offer its customers protection against GDPR warnings and fines. With the new Legal Text Generator, Jimdo customers can create automatically-updated website Imprints and Privacy Policies, and Trusted Shops will assume liability for all generated texts. For €5 per month, customers can add this service to their website, outsource the risk, and concentrate on their core business instead.

“From conversations with our users, we know that writing and updating GDPR-compliant legal texts eats up a lot of time, and creates a lot of uncertainty,” says Matthias Henze, Jimdo’s CEO. “Now their legal texts can be updated automatically, so they’re protected from costly legal warnings.”

To start, users fill out a questionnaire with information about their website. The generator then creates an Imprint and Privacy Policy tailored to the person, the company, and the country.

“In one study, we found that warnings per company were up by 23%, to about 2.2 warnings in a year. Even after a website owner pays a fine, they can continue to be targeted. This shows the importance of not only creating legal texts once but keeping them up-to-date too.”

*Dr. Carsten Föhlich, Divisional Manager Legal Services and Authorized Signatory
at Trusted Shops GmbH*

In the future, the Legal Text Generator will provide text for the online shops too, such as Terms and Conditions and Cancellation Policies. This is part of Jimdo’s ongoing effort to provide more business services to its customers and support their independence online.



About Jimdo

Jimdo is an international software company and one of the world's leading providers of online services for microenterprises. Jimdo offers self-employed people the opportunity to create a professional website or online shop without any programming knowledge. In 2018, the company released its newest website builder. It uses AI and social media profiles to create a finished website with text and images ready to go, and that users can customize themselves. So far over 25 million websites and online shops worldwide have been built with Jimdo.

From its founding in 2007 by Matthias Henze, Fridtjof Detzner and Christian Springub, the three founders have followed the idea of helping small businesses put their ideas online. Today, the company employs more than 200 people in Hamburg, Munich, and Tokyo.