

BBR Creative's GDPR Checklist

Is your business ready for GDPR? Use this simple checklist to see which areas of your marketing and operations may be affected.

WEBSITE

- Update your privacy policy.** Learn more about why [here](#).
 - Adjust all forms on your website to include specific explicit opt-ins.** This includes contact, quote request, demo request, etc.
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EMAIL MARKETING / E-NEWSLETTER

- Review all of your contact lists.** Document where each list came from, how the contacts were acquired and whether or not you still have a valid reason to keep each list.
 - Request consent when needed.** You must do this in order to keep existing lists obtained without explicit consent, or where you don't have documentation of consent.
 - Stop buying and sending to purchased lists.** Delete all old purchased lists.
 - Review all of your email sign-up and contact forms.** Make sure opt-in checkboxes are not pre-checked and information usage is clearly disclosed.
 - Offer clear ways of unsubscribing.** Ensure your recipients are aware they have the power to easily remove themselves from your list.
 - Don't automatically add people to subscriber lists.** Allow each new subscriber to willingly and explicitly opt in to your mailing list.
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GENERAL BUSINESS

- Assess your third-party exposure.** Check with vendors on their compliance.
- Train your team.** Educate current and new team members on their responsibilities for data security.
- Audit user data.** Check for EU user data first, and keep it separate if possible.
- Document your progress.** Create a record of all your GDPR compliance efforts.
- Create a password policy.** This policy should be applied to all users (staff, website, etc.).
- Develop a plan in case of breach.** Notify customers/the public, and document steps taken to recover assets and protect non-breached data.