

GDPR CHECKLIST for Tech Marketers

Wondering if your tech company has all of the basics covered regarding GDPR? Here's a checklist that will help you get started or fill in the gaps.*

- We allow visitors to consent to being tracked by cookies on our website.

- We provide cookie notifications in a language the visitor can understand.

- We record the legal basis to process a contact's data (ex; store data in your CRM).

- We record the legal basis to communicate with a contact (ex; send a marketing email).

- We have consent checkboxes for communicating and/or processing data on all website forms.

- We can provide a copy of all personal data we have about a contact, if requested

- We can permanently delete all information about a contact, if requested.

- We provide clear unsubscribe links in marketing emails.

- We provide clear unsubscribe links in sales (ex; one-to-one) emails.

- We have educated the sales team about GDPR best practices.

- We have audited our existing database to ensure opt-in consent.

- We display an up-to-date privacy policy on our website.

- We have checked that our third party vendors are following GDPR processor requirements.

- We have a plan in place for a potential security breach.

Need more details? Here are some of our favorite resources:

HubSpot's GDPR Overview:

www.hubspot.com/data-privacy/gdpr

HubSpot's GDPR Glossary:

www.hubspot.com/data-privacy/gdpr-glossary

HubSpot's GDPR Playbook:

www.hubspot.com/data-privacy/gdpr/hubspot-product-playbook