



Please use this checklist to update the major areas of your website and email platform to be sure you are GDPR compliant. Use the extra spaces to list additional areas you would like to review.

*Please note that I am not a lawyer. Be sure to have any legal changes reviewed by someone who specializes in GDPR regulations.

Website Areas to Review:

- Google Analytics Data Retention
- Privacy Policy
 - Identify contact information
 - Identify GDPR rep (optional)
 - State reason for collecting data
 - List recipients of data:
 - Advertisers
 - Sponsors
 - Network Affiliations
 - State how long you will keep data
 - User's rights to:
 - Request access to data
 - Rectification
 - Erasure
 - Withdraw consent
 - Lodge a complaint
 - State statutory or contractual requirement to share data
 - State your automation decision processes
- Link Privacy Policy in footer
- Ensure your opt-ins allow viewers to receive freebies EVEN IF they choose to NOT be on your email list
- Ensure opt-ins ask IF viewers want to be on your email list (no automatically checked boxes)
- Review Disclosure Policy

Email Areas to Review:

- Research what your email provider is doing to be GDPR compliant
- Email your list to segment EU members
- Optimize opt-ins to ensure viewers WANT to be on your email list
- Allow for EASY unsubscribe on EVERY email
- Link to your Privacy Policy in email footer
- Remove any EU subscribers you're not 100% sure WANT to be on your list

Add your own items:

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

