

— SAFEGUARD YOUR CUSTOMER DATA

GDPR Compliance Checklist —————>

In today's privacy-focused world, safeguarding customer data is a must, and GDPR compliance is key to building trust.

This checklist is your streamlined, practical guide to assessing and enhancing your data practices, organized from quick wins to comprehensive protection. Each step moves you closer to full compliance, stronger data security, and the customer confidence that sets your brand apart.

TMG MARKETING PARTNERS



- Update Privacy Policies**
Review and update your privacy policy to be clear, concise, and fully compliant. Explain what data you collect and why, how long you keep it, and user rights.
- Establish Consent Processes**
Set up clear, explicit consent forms that allow users to withdraw consent easily. Document each instance of consent.
- Review and Update Cookie Policies**
Provide a clear cookie policy on your website that lets users manage preferences and understand how cookies process personal data.
- Set Up Procedures for Data Subject Rights Requests**
Create a system to handle requests for data access, correction, or deletion and manage these requests promptly.
- Keep Track of All Data Processing Activities**
Conduct a data audit to track what data you collect, where it's stored, and how it's processed, including third-party access.
- Establish a Data Retention and Deletion Policy**
Define how long data will be stored and implement secure deletion for data no longer needed.
- Evaluate and Update Third-Party Vendor Agreements**
Ensure third-party vendors are GDPR-compliant and have Data Processing Agreements (DPAs) in place.
- Prepare a Data Breach Response Plan**
Document a plan for handling data breaches, including notifying affected individuals and regulatory bodies within 72 hours of detection.
- Schedule Regular GDPR Compliance Audits**
Conduct routine audits to assess and adjust data practices as GDPR regulations or your in-house operations change.