



GDPR Compliance Checklist

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Email Marketing

- Check box where users can opt-in to receive regular updates
- Privacy statement available at the bottom of the form
- Don't use pre-ticked boxes or opt-outs as a means of subscribing people to a list
- When sending bulk emails always include an unsubscribe link and don't send from your personal email account
- Be careful about sharing email addresses and parent details
- Don't continue to email people that have unsubscribed
- Remove people that have been inactive for 5 years

Facebook and Google Advertising

- Include pixel policy within your privacy policy and link in website footer

Website Compliance

- Facebook Pixel or retargeting website visitors - give people the opportunity to consent to their data being used and only retarget people that consented
- Privacy statement detailing which data you collect and how it will be used

Practical Steps

- Staff should not take customer files home or download them directly to personal pcs
- Agencies that have access to your data should also be GDPR compliant
- Software you use should also be GDPR compliant, look out for compliance statements from large companies