



Compliance checklist

Website

- Add a Data Privacy section to existing Privacy Policy legal records
- Create a dedicated opt-out page with all the following:
 - Online form to handle personal information requests
 - Toll-free number
 - Dedicated privacy@domain.com email account
 - Mailing address, with ATTN: Legal Department or Data Protection Officer contact
- Appoint or hire a Data Protection Officer tasked with overseeing company compliance
- Train staff on dealing with access requests and how to handle personal data
- Request express written consent from individuals before obtaining biometric data
- Include a cookie consent notice if tracking cookies are used on a site
- Maintain detailed documentation of the data being collecting, how it's used, where it's stored, which employee is responsible for it, etc., as well as any reported data breaches
- Work with IT to identify and implement any needed technical measures to protect personal data
- Establish Data Processing Agreement contracts with any third parties you contract to process data

Email

- Don't use deceptive sender information
- Don't use deceptive subject lines
- Only email individuals who have opted in to receive them
- Include your business postal address in the footer of all emails
- Create an email preferences landing page with the following information:
 - An unsubscribe link
 - A self-service email subscription area, including brief descriptions of the various types of emails and their send frequency
- Handle all opt-out requests promptly