

# General Data Protection Regulation (GDPR) CHECKLIST

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## WHAT is the GDPR?

It's a new privacy law approved by the European Union (EU) Parliament. It sets a higher standard for **privacy** and covers how you collect, use and process **personal data** gathered from people in the EU. ("Personal data" means anything that can identify a person. It can be as simple as a name or email for a newsletter.)

## WHEN does the GDPR go into effect?

**May 25, 2018.**

## WHO has to follow the GDPR?

Everyone who is: 1) in the EU, 2) markets or sells to anyone in the EU, or 3) who has even 1 client or person on their list from the EU...even if your business is in the USA.

## GDPR Checklist:

☐ **Update your Privacy Policy on your website before May 25th.**

- **Get a GDPR-updated Privacy Policy at [damselgoesbare.com/privacy](https://damselgoesbare.com/privacy).**
- Link to it in the footer of your website.
- Update your Privacy Policy statement in your opt-in boxes. Sample language:  
**"We collect, use and process your data according to our Privacy Policy."**

☐ **Update how you get Consent from people to collect and process their data.**

People in the EU must affirmatively agree to give consent under GDPR to be on your marketing list or be contacted by you. The **biggest places** for most entrepreneurs are:

- Landing pages - like for webinars, etc.
- Freebies - Opt-in box
- E-newsletter list - Current sign-ups
- Client Intake Forms
- ALL other places where you collect info from people.

You have 3 options for getting consent:

**#1 Checkbox** – SAFEST OPTION - where they "check the box"

**#2 Double opt-in / thank you page** - MIDDLE OF THE ROAD – Get consent after they enter their name & email in the opt-in box. Add a page where they agree to be on your list, but before they get the autoresponder with the info. (Remember, double opt-in is required for anyone on your list from Canada.)

**#3 Segment your list** - A BIT RISKY - to get separate consent from people in the EU

☐ **If you collect "sensitive data" such as health or medical information, reach out to your lawyer or email us for help at [support@lisafraley.com](mailto:support@lisafraley.com).**