

# 10-Point Readiness Checklist for GDPR

## Build awareness



Make sure key players in sales and marketing understand GDPR, how to meet requirements and consequences of non-compliance.

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## Take inventory of current data



Review information you currently hold, know what it's used for and where it comes from.

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## Review how consent is obtained for sales & marketing lists



Necessary opt-ins should be place for data captures i.e. inbound leads and sales data. Explain all intended uses and obtain unambiguously positive consent.

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## Update privacy policy



Explain who will use the data & how long you intend to keep it. State the individual's right to request deletion. Detail how you collect, store, process & transfer the data.

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## Review how you store data



Keep data protected from loss, unauthorized access or misuse.

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## Data breach detection & reporting



Implement systems to detect and report data breaches within 72 hours.

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## Keep sales and marketing platforms up to date



Make sure personal data you store is centralized, secure and readily accessible.

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## Appoint Data Protection Officer



Designate someone knowledgeable and qualified to inform, advise your team and monitor compliance.

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## Ensure proper processes and systems are in place



Map your inbound and outbound data flow, have processes in place to delete personal data from your systems once you no longer need it, or upon request.

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## Set up change management strategy



Identify potential threats and risks. Help guide your team towards developing a new mindset around data protection.