Prepare your marketing for the European General Data Protection Regulation (GDPR)

Checklist for marketers

1) AUDIT YOUR CUSTOMER DATA
   Review what types of personal data your organization has and is collecting and how it impacts your marketing efforts.

2) UNDERSTAND AND TRACK CUSTOMER MARKETING CONSENT
   Assess how your organization is planning to handle explicit consent from individuals and those who need to actively opt-in. Develop a customer consent management process.

3) REVIEW WHO HAS ACCESS TO PERSONAL DATA
   Make a complete list of internal users and third-party vendors as well as their responsibilities. Identify users who should not have access to your customers’ personal data and restrict their user permissions to protect your customers.

4) REVIEW YOUR ORGANIZATION’S PRIVACY POLICY
   Connect with your company’s legal team and understand the specific privacy policy requirements to ensure that you are GDPR ready. Ensure that your privacy policy is published across your public digital assets, especially on websites and where registration forms are located.

5) DEFINE A PROCESS FOR HANDLING REQUESTS
   Understand how your organization plans to handle the “right to erasure” requests and what personal data will be used to identify user sessions for deletion. Define a clear process with all internal stakeholders who are involved in managing personal data.

To learn more about GDPR and how Watson Marketing can support your GDPR journey, visit: [www.ibm.com/gdpr4marketers](http://www.ibm.com/gdpr4marketers)

Notice
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