selligent
MARKETING CLOUD

10 STEPS TO PREPARE FOR
DATA PRIVACY REGULATIONS

A marketer's strategic checklist
for CCPA & GDPR adherence

Understanding data privacy and the surrounding regulations is complex – and critical. Our Selligent experts have developed this checklist to help you prepare for the regulations that most affect marketers, including GDPR and the California Consumer Privacy Act (CCPA). Follow these tips to help maintain your marketing momentum in light of the new regulatory landscape.

Step 1

Review what personal information is currently being collected by your company.

Step 2

Assess this information to understand how it's being used, if it's sold to or shared with third parties, & why.

Step 3

Review your company's data policies & procedures for collecting personal information.

Step 4

Update internal & online privacy policies to comply with disclosure requirements.

Step 5

Delete any information you no longer need on consumers.

Step 6

Prepare any new policies & procedures so you're ready to respond to consumer data requests.

Step 7

Get tech solutions ready in advance to process consumer data requests & opt-outs.

Step 8

Prepare training materials for everyone responsible for handling consumer personal information inquiries.

Step 9

Review contracts with third parties & service providers you currently provide consumer data to.

Step 10

Conduct third-party audits on service providers who have access to your consumer personal information to ensure compliance.

Don't let GDPR and CCPA derail your marketing momentum. Our Selligent team includes experts in data privacy, marketing, and maintaining email communications. They have a thorough understanding of the regulations marketers must contend with to maintain consumer engagement – and they're ready to help you. Contact us if you have any questions about data privacy regulations and preparedness.

HELP ME GET READY FOR CCPA

ABOUT SELLIGENT MARKETING CLOUD

Selligent Marketing Cloud is a sophisticated B2C marketing platform that empowers ambitious relationship marketers to maximize every moment they engage with consumers.

With native AI capabilities, a robust data layer, and a powerful omnichannel execution engine, Selligent Marketing Cloud enables marketers to easily target, trigger, and deliver highly personalized messaging across all critical channels.

More than 700 global brands in retail, travel, automotive, publishing, and financial services trust Selligent Marketing Cloud to help deliver their marketing programs. With 10 offices across the United States and Europe and more than 50 partners, Selligent serves over 30 countries with local, personalized service.

Learn more at www.selligent.com and connect with the team at Twitter, LinkedIn, and our blog.