

# GDPR checklist for your email marketing


## Email marketing software

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- To Do: Complete GDPR-compliant data processing contract with CleverReach®. From May 25th you can easily do this digitally in your CleverReach® account.
- CleverReach®: Customers who have signed an order processing contract with version 4.0 (see footer of your contract) or higher are safe.

## Address database

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- To Do: Ideally the use double opt-in process (DOI) for address generation.
- CleverReach®: If you are already using the DOI process you are well positioned!
-  Attention: Prevent losing more than 80% of your customers by NOT requesting the consent of your recipient list again. If you have already obtained the consent of the recipients, both online and offline, in a verifiable and voluntary manner, the renewed consent is not necessary.

## Newsletter subscription

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- To Do: Customize the subscription form. Only collect data that is necessary for sending out the newsletter (email address). Other information, e.g. address, name and interests, must not be mandatory fields.
- To Do: Include a link to your updated privacy policy. Important: Note on data storage location (CleverReach®) required.
- To Do: Amend the information where the data is being collected. What the recipient exactly agrees to: Purpose of the collection, revocation option (option to unsubscribe) and storage duration.

## Unsubscribe newsletter

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- To Do: Provide an unsubscribe link in each newsletter for the recipient.
- CleverReach®: Unsubscribe links are already provided by our templates

Further, questions about the general data protection regulation are answered in our CleverReach® GDPR Consultation.