GDPR checklist for your email marketing

Email marketing software

☐ Conclude your contract for GDPR-compliant data processing with CleverReach®. You can easily do this digitally in your CleverReach® account.

☑ Customers who have signed an order processing contract with version 4.0 or higher (see footer of your contract) don’t have to refresh it.

Subscription forms

☐ Only collect data that is necessary for sending out newsletters (email address). Disclosure of further information, e.g. address, name or birthday, is voluntary.

☐ Implement GDPR checkbox with link to current privacy policy in your form.

☐ Ideally, you are using the double opt-in process (DOI) for address generation. If you are already using the DOI process you are good to go!

Privacy policy

☐ A note on the data storage location (CleverReach®) is required. Example texts for your privacy policy can be found in your CleverReach® account.

☐ Complete the information on data collection if necessary. Purpose of data collection, revocation option (unsubscribe) and time of data storage: New recipients exactly need to know what they agree to.

Unsubscribe newsletters

☐ Provide an unsubscribe link in each newsletter for recipients. The single-opt-out is particularly convenient for them.

☑ Convenient for you: Unsubscribe links are automatically provided in our default templates.

For more information about the general data protection regulation visit our CleverReach® GDPR webpage.

Note: This checklist does not represent legal advice and cannot replace it in individual cases. We assume no liability for the accuracy, completeness or timeliness of the information provided.