

Consumer Privacy Checklist

Resources to help guide you



Vendor Checklist

Questions to ask your Data Partners to better safeguard your customer data:

- **What data are your partners collecting?** Are your partners collecting PII and/or PI (browsing data)? Credit card data? **Do they maintain an identity graph?**
- **How is the data your partners collect being used?** Are they data sharing? Combining data? Or Selling data?
- **How is data being stored by your data partners?** Is PII and PI data kept separate? Is data hashed? Or anonymized?
- **Are your data partners in compliance with privacy laws?** Are they GDPR compliant? Are they CCPA compliant?

Common Pitfalls



Excessive or unnecessary collection of data



Consent Management: Opt-in, Opt-out, Unsubscribe



State/Country compliance



Data Management policies/Employee Training



Ongoing monitoring: Privacy assessments



Vendor compliance

Data Privacy as a Competitive Advantage

- Non-compliance can lead to distraction and expense
- Trust + Loyalty = Increased Sales
- Privacy Compliance changes drive operational efficiencies
- High quality data leads to better consumer experiences
- Increased brand equity

Whitepaper:
**An Advertiser's
Guide to Data Privacy**

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