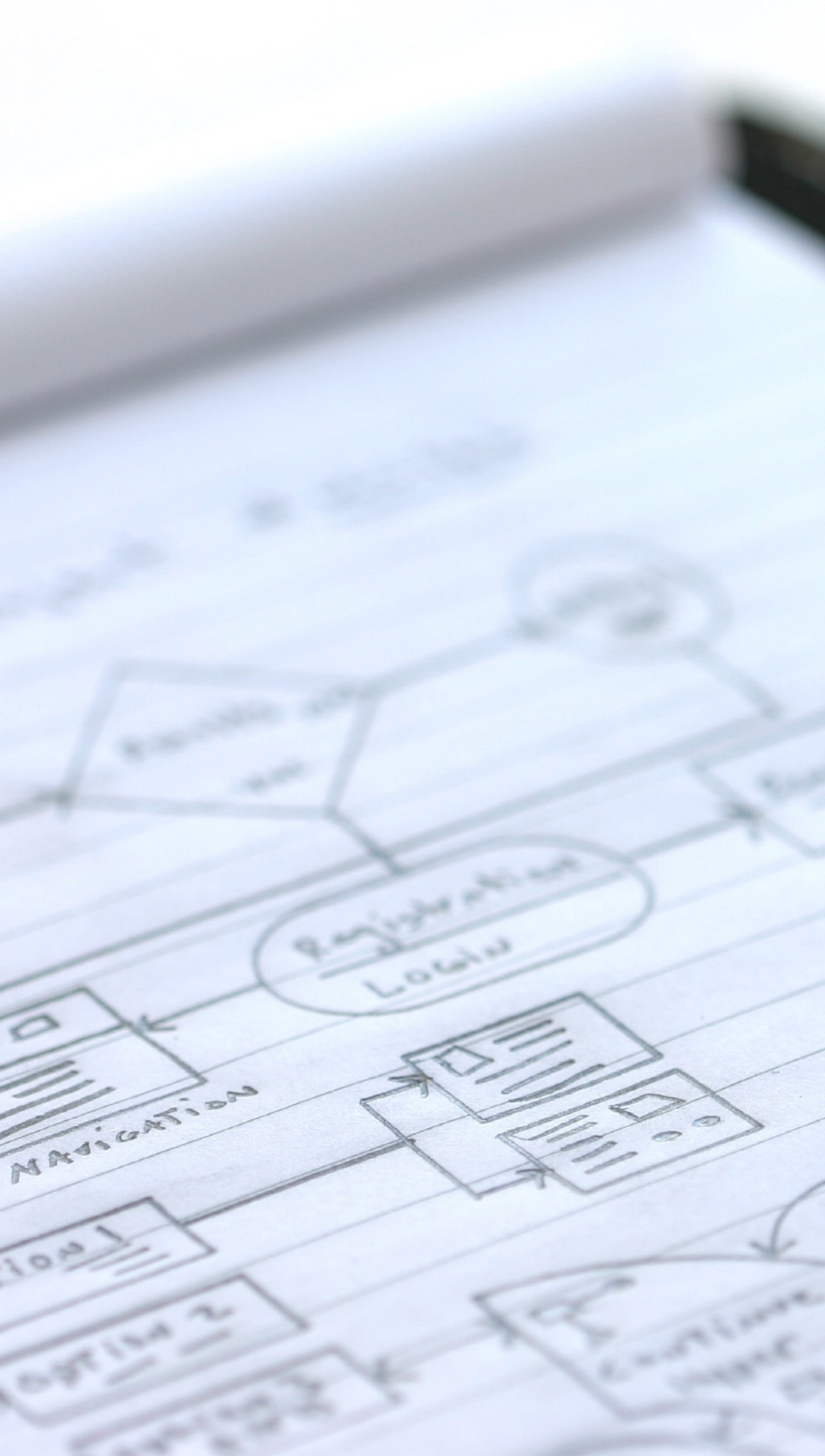


BASIC NEED TO KNOW

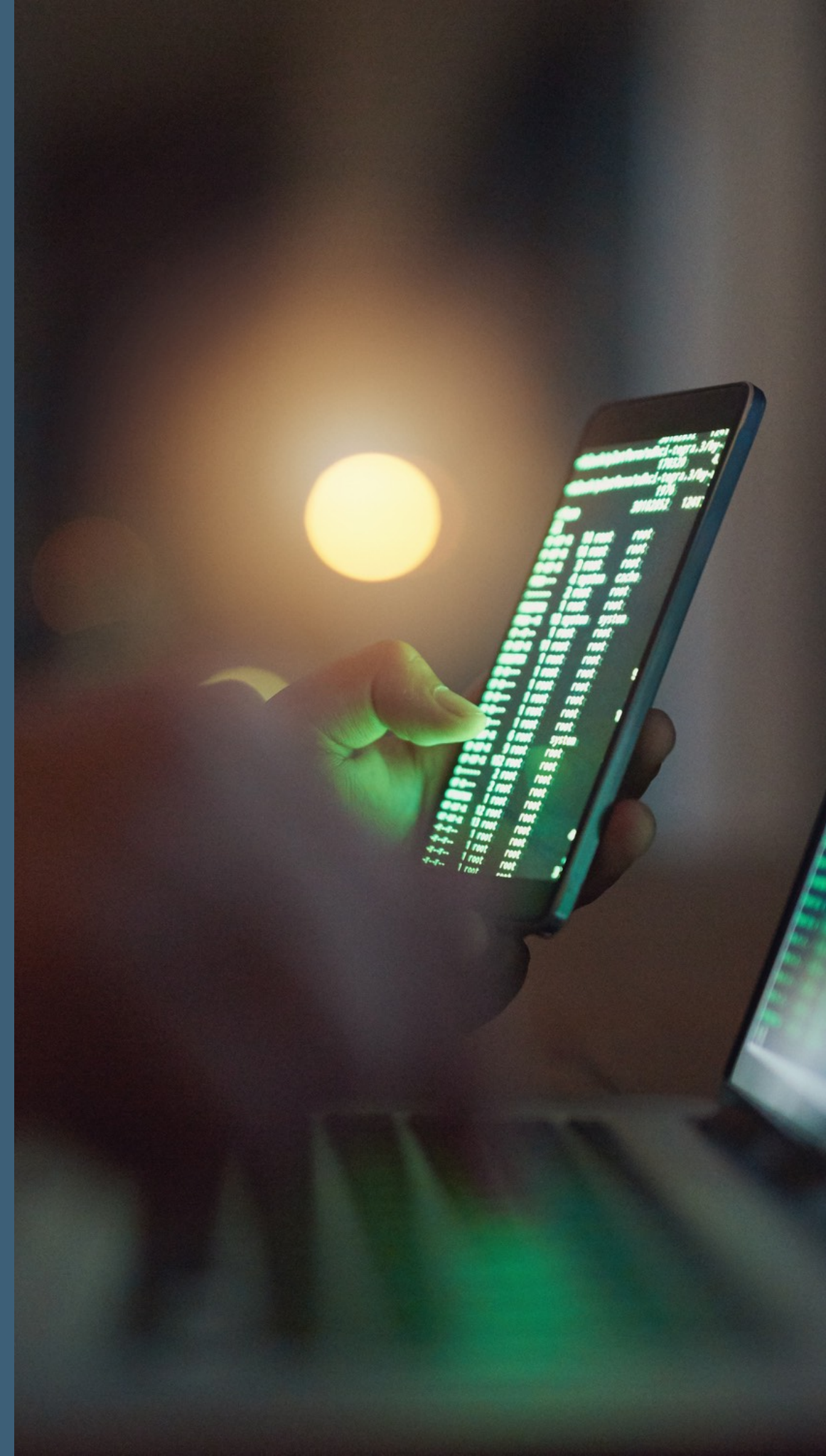
GDPR CHECKLIST



- Document your privacy governance model so that you can quickly provide it to authorities when asked
- Ensure that all current automated marketing and sales efforts that reach out to any person living in the European Union (EU) have given their permission to their personal data and that you can prove it
- Make sure all forms have a request for consent that is clear, precise and not buried within the "fine print"
- Have a plan in place to notify anyone that may have been affected by a data breach within 72 hours
- Appoint a Data Protection Officer (DPO) who will be able to interact with the appropriate authorities

DATA SUBJECT RIGHTS

- Be able to provide data subjects what, where and how their personal info is being used
- Be able to erase someone's personal data upon request
- Be able to give data subjects their personal data that has been collected in a "commonly used and machine-readable format" and be able to transfer that data to another data controller
- Prove that data privacy was considered at initial design stages and throughout the lifecycle of the relevant data processing



RESOURCES

[GDPR Site](#) – A resource about the main GDPR elements

[Full GDPR Regulation](#) – This is all the meat and potatoes

[GDPR and Marketo](#) – For companies with Marketo

[GDPR and Salesforce Pardot](#) – For companies with Pardot

[GDPR and HubSpot](#) – For companies with HubSpot

Disclaimer: The information contained within this document does in no way constitute legal advice. Any person who intends to rely upon or use the information contained herein in any way is solely responsible for independently verifying the information and obtaining independent expert advice if required.