

Verified by

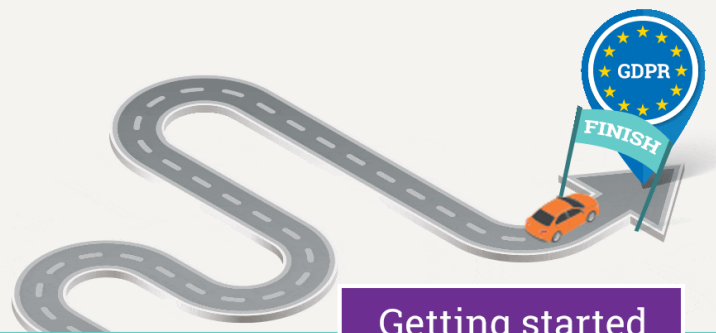


Check every box!

- You explain who will be sending the messages (you, a third party, a different company/holding);
 - You explain what information you will use and why;
 - You explain what the messages will be about and whether you will e.g. personalise the content based on subscribers' behaviour;
 - You explain the channel you will use to send your messages;
 - You link to the privacy policy on your website and explain that subscribers can find more information there. Make sure your privacy policy is GDPR-proof;
 - You explain how often you will send your messages;
 - You ask for separate permission for each specific purpose for which you plan to use the personal information;
 - Note that you have to meet additional requirements if your audience consists of people under the age of 16 or if you process special personal information!
- You make sure to have proof of the permission that subscribers give you. You should also save the registration text that people consented to;
 - You make sure that it is just as easy for subscribers to revoke their permission as it was to give it. You therefore include an opt-out option in every message you send;

Nice to have:

- Double opt-in, which makes it easier to prove that you received permission from subscribers (be sure to include your registration text, the permission request and a link to your privacy policy in your confirmation email).



Getting started

Check our special
'everything about the GDPR page'
on our website