



FREE CHECKLIST FOR GDPR COMPLIANCE IN ECOMMERCE

Whether you're still to begin your journey to GDPR compliance and you're not sure where to start or you've made some headway but want to ensure all bases are covered, the Ultimate GDPR Checklist for Ecommerce will come in handy!

The Space 48 team has compiled this checklist for retailers to help you kick-start your GDPR compliance and implement the building blocks and processes to align your ecommerce activity with the new rules and regulations for capturing, storing and processing personal data.

What does GDPR mean for retailers and ecommerce business?

With the 25th May 2018 deadline for the General Data Protection Regulation (GDPR) compliance looming, retailers and ecommerce businesses must ensure they're aligned with the new regulations for how businesses can capture, store and use personal data.

GDPR does not just apply to companies based in the EU. Any organisation that collects and processes personal data from individuals from within the EU must be compliant with new rules.

As the digital landscape has evolved at a fast pace in recent years and merchants have looked to bridge the gap between brand and consumer – to create more targeted and personalised customer experiences – GDPR is a daunting proposition for retailers and marketers.

The purpose of GDPR is to give individuals more rights and control over how their personal details are captured and used by companies. So, although the new rules may feel restrictive for retailers, the key message is transparency, consent and relevance.

Take a look at our checklist and get your business fully prepped for GDPR compliance...

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- ✓ Assign a Data Protection Officer (DPO) to oversee your GDPR preparation and coordinate your teams, key stakeholders and processes
- ✓ Create a project timeline ensure that stakeholders across your business are aware of their roles and the impact to the business during the process
- ✓ Review your current ESP and look for GDPR readiness – we're at a point now that any changes that your email service provider needed to make to become compliant should already be in place
Tip: Check that any integrations you have with your ESP don't compromise compliance
- ✓ Review your current ecommerce platform, splitting the review into two – both backend functionality surrounding your data and frontend user experience and messaging need to be compliant
Tip: Look out for any custom development or integrations that could also impact compliance
- ✓ Carry out GAP Analysis across each data collection and storage point
- ✓ Evaluate how you currently collect, process and store data and cross reference these processes against the [ICO's GDPR guidelines](#)
- ✓ Be aware of the new rights of the individual under GDPR ruling – see the 8 rights below:
 - Right to be informed
 - Right of access
 - Right to rectification
 - Right to erasure
 - Right to restrict processing
 - Right to data portability
 - Right to object
 - Right in relation to automated decision making and profiling
- ✓ Be clear about the GDPR's new consent criteria, which stipulates the following:
 - Get explicit consent from individuals
 - Eliminate blanket consent, consent by default, and consent as a condition of sale, service or general terms and conditions.
 - Enable individuals to easily withdraw consent
- ✓ Plan your repermissioning campaigns and messaging to individuals to confirm consent for data processing and marketing content, and consider the following:
 - Using segments to divide up your repermissioning sends
 - Starting to repermission users by sending to small 'chunks' of your database at a time, A/B testing and iterating your approach as you go
 - Looking to increase and enhance your segmentation during repermissioning campaigns
- ✓ Reassess your terms and conditions and make sure you display them separately from your messaging about consent and opt-in/opt-out
- ✓ Use the ICO's [checklists here](#)

SUMMARY

We hope you found this useful and that things are clearer and less daunting. Our Ultimate GDPR Checklist for Ecommerce is a handy go-to reference to share with your team and stakeholders who are directly involved in storing and processing customer data. However, remember that these are recommendations and not legal advice. You must refer to ICO's guidance and get your legal team to check everything is aligned with the regulations.

If you want to find out more about the key GDPR considerations outlined in this checklist, read our blogs on GDPR in ecommerce:

[GDPR in ecommerce: opportunity or pain in the £\\$\\$\\$?](#)

[What Magento users need to know about GDPR in ecommerce](#)

How can we help?

We hope this checklist helps your business to focus on the most important tasks and processes involved in GDPR compliance for ecommerce. If you'd like to chat with our ecommerce experts, to learn more about GDPR and its impact on your business, [get in touch with our team](#) or [book a free consultation](#) to get dedicated advice.

Space 48 is a leading UK ecommerce consultancy and website development agency, based in Manchester. We offer a range of [audits](#) for retailers and an extensive [ecommerce assessment](#) to pinpoint opportunities for growth. See how we can help you to improve your performance!

[Arrange free assessment](#)

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