

# 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](#).