



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 account](#).
- Ergänzen Sie bei Bedarf die Informationen über die Datenerhebung: Zweck der Erhebung, Widerrufsmöglichkeit und Speicherdauer.

Newsletter Unsubscribes

- Provide an unsubscribe link in each newsletter for recipients. The single opt-out is particularly convenient for them.
- For your convenience: Unsubscribe links are automatically provided in our default templates.

For more information about the general data protection regulation visit our [CleverReach GDPR webpage](#).

Note: This checklist does not represent legal advice and cannot replace it in individual cases. We assume no liability for the accuracy, completeness or timeliness of the information provided.