



Keeping it simple!

GDPR



website checklist!



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GDPR – General Data Protection Regulation – comes into force and although, as with all things legal, it's something you cannot ignore if you own/run a business, it isn't something that should keep you awake at night.

What's all this GDPR stuff about then?

It's all about enhancing data privacy laws, bringing them in line with our digital age, and understanding the way businesses (and agencies/organisations etc) collect, store and use personal information. Essentially, this new legislation is concerned with people's privacy, and should, hopefully, be a positive step forward in this fast-paced digital world. We will all have the right to know how our personal data is being collected, stored and handled, and what companies/organisations will do if there is a security breach. GDPR is also about having an audited trail so that people are in no doubt as to why a particular business or organisation holds information about them.

How will this affect your business?

There's a very straightforward summary here of the key changes around data protection from the EU GDPR website. But in a nutshell, you'll need to be transparent – ie you need to document the type of personal data you keep, where this data came from and who you share this with (if appropriate). You'll also need to take care of any personal information you handle, and have a system in place if hackers manage to get into your website and steal the data

How do you make your website GDPR compliant?

If you capture any kind of personal data on your website (ie forms, blog comments, and sign-up software), GDPR is definitely going to affect you. But don't worry, here are a few steps you can implement now to get your website ready for GDPR compliance.



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Add a privacy policy to your website.

if you already have one, then give it a read through and ensure it ticks all the GDPR compliance boxes.

Here's an article to help: <https://econsultancy.com/blog/69256-gdpr-how-to-create-best-practice-privacy-notices-with-examples/>

Double Opt-Ins

If someone gives you their personal details in exchange for a free e-book, for example, you cannot automatically add them to your newsletter list. They have to be able to provide separate consent for the different types of communication you're sending them.

You can do this through a double opt in and I also recommend you tell them at every stage too!

Make your website is secure

If your website hasn't got an SSL certificate yet, then now is a great time to rectify that. When a website begins with a https prefix instead of a http, any data that is sent to this website will be via an encrypted connection, which means it's doubly extra safe and secure.



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So What is SSL?

It's tech-speak for Secure Socket Layer and it's basically security technology that's added to your website (usually via your web hosting provider) to keep information safe that's passed between buyer and business owner.

Why does my website need SSL?

If you're requesting credit card details, payments, bank transfers or any kind of personal information (remember the Data Protection Act?), an SSL is your extra layer of security so that potential purchasers know you're trustworthy and no one outside of your business can get their hands on any financial/personal details that they share with you. It is now increasingly important for Google ranking too.

Third-party organisations

If you use a third-party provider to run your email marketing, then check out what they are doing about GDPR to keep you and your subscriber lists safe.

Here's a link to find out how Mailchimp are handling it:

<https://blog.mailchimp.com/getting-ready-for-the-gdpr/>

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- Install a cookie policy plugin to your website
- Ensure you have an up to date privacy policy on your website.
- Contact your hosting provider and install an SSL certificate on your website.
- On any data capture areas state exactly what it is they are signing up for.
- Revisit any old email lists and request that users re-opt in if you cannot prove they requested to do so on the original data capture.
- Do an audit of where you are currently holding data and delete any 'out of date' customer details.
- Ensure you are being compliant with your third party service for any email marketing.

There is so much to this new legislation than just the points I've highlighted above, so as well as implementing the website changes I've suggested, I would also recommend you undertake your own research into GDPR and how it will impact on your business, your website and your information systems.

Disclaimer: although I have attempted to ensure this information is as accurate as possible, I am not a legal professional and cannot accept any responsibility for any actions you take based solely on the information contained in this article.

