

Marketing and Legal/Privacy Collaboration Checklist

Project Name:

Date:

For an optimal collaboration between the marketing and legal/privacy department, and to assess whether all legal privacy requirements are met with the project, it is necessary to complete the checklist below (e.g. by the initiator of the project). After completing the checklist, an initial picture in regard to the scope of the project related to privacy is created.

This checklist is a stand-alone checklist and does not remove the necessity for testing privacy as part of the process. The purpose of the checklist is to serve as a discussion guide to develop compliant solutions.

Brief Project Overview	
Business objectives, needs and outcomes	(Also describe the current situation (if there is any): how do we do it now, and what will be changed?)
Hosting and distribution plans	
Key milestones and launch timing	
Stakeholder involved (provide in RACI framework, where possible)	
Desired targeted user(s)	
What data is the user asked to provide (describe in detail)?	
How will the data be collected?	(e.g., will the user provide the data about themselves, about people they know (for example 'invite friends'), or will the data be collected by us (e.g., cookies or buying it from a third party)):

<p>Is (a part of) the desired data already available within the organization?</p>	<p>Yes / No</p> <p>If Yes: By whom - By ourselves / By a third party:</p> <p>What was the purpose for the collection of the data?</p>
<p>Will an algorithm or other techniques be used to analyze data and/or make predictions (about data subjects)?</p>	
<p>How long the data will be retained? Is there a refresh cadence?</p>	
<p>Will third parties be involved? (e.g., developers, hosting party, data providers, ad tech intermediaries)</p>	<p>Yes / No</p> <p>If Yes: Share any relevant agreements with the third parties, and mention where they are located.</p>
<p>Has there already been a privacy check conducted on (a part of) the idea?</p>	<p>Yes / No</p> <p>If Yes: Share any findings from the initial review.</p>
<p>Have there been any permissions or consent mechanism considered as part of the idea?</p>	
<p>Has legal / privacy been included in the relevant internal meetings?</p>	
<p>Any other relevant or important details?</p>	