

## Consent checklist

We've delved deep into the GDPR consent guidance produced by the Information Commissioner's Office (ICO).

We've created this handy checklist for organisations to measure their current practices against the new standard, which will be introduced on the 25 May 2018 after a two year grace period. This new standard will be mandated by UK legislation, bringing it in line with the EU and all member states.

### Asking for consent

- ☐ We have checked that consent is the most appropriate lawful basis for processing.
- ☐ We have made the request for consent prominent and separate from our terms and conditions.
- ☐ We ask people to positively opt in.
- ☐ We don't use pre-ticked boxes, or any other type of consent by default.
- ☐ We use clear, plain language that is easy to understand.
- ☐ We specify why we want the data and what we're going to do with it.
- ☐ We give granular options to consent to independent processing operations.
- ☐ We have named our organisation and any third parties.
- ☐ We tell individuals they can withdraw their consent.
- ☐ We ensure that the individual can refuse to consent without detriment.
- ☐ We don't make consent a precondition of a service.
- ☐ If we offer online services directly to children, we only seek consent if we have age-verification and parental-consent measures in place.

## Recording consent

- ☐ We keep a record of when and how we got consent from the individual.
- ☐ We keep a record of exactly what they were told at the time.

## Managing consent

- ☐ We regularly review consents to check that the relationship, the processing and the purposes have not changed.
- ☐ We have processes in place to refresh consent at appropriate intervals, including any parental consents.
- ☐ We consider using privacy dashboards or other reference management tools as a matter of good practice.
- ☐ We make it easy for individuals to withdraw their consent at any time, and publicise how to do so.
- ☐ We act on withdrawals of consent as soon as we can.
- ☐ We don't penalise individuals who wish to withdraw consent.

Get an external audit undertaken  
by a **compliance expert** by booking a **GDPR  
marketing audit** today!

Call **03333 446 046** or email **hello@inflowing.net**