usercentrics

Cookie Compliance Checklist

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Make sure you comply with the GDPR and the ePrivacy Directive ('cookie law') by following these simple steps:

Steps	Roadmap
1. **Create a comprehensive Privacy Policy**	• Ensure it is easy to **read, find and understand** for the average user. • Inform about e.g. lifespan of each cookie and whether third parties may have access to those cookies. • **Implementation**: Make the information available in a **Privacy Banner** when the user visits your site (a **CMP** ensures you have all necessary information included).
2. **Let users know you are using cookies or other tracking technologies**	• Ensure you **inform users of your intentions** at or before the point you start collecting data. • Include this information in your **Privacy Policy**.
3. **Explain what your cookies are doing and why**	• Inform the users about the **purpose of each cookie separately** to ensure you obtain specific consent for each cookie objective (= granularity). • It should be stated in the **Privacy Policy**. Check with national data protection rules for further details e.g. Denmark requires a granular selection to be included in the first layer of the Privacy Banner.

Steps	Roadmap
4. **Obtain your users valid consent to store a cookie on their device**	• **Explicit**: Active acceptance e.g. ticking a box or clicking a link. • **Informed**: Who, what, why, how long? • **Documented**: You have the burden of proof in the case of an audit. • **In advance**: No data is to be collected before opt-in, i.e. cookies cannot be set on your website before the user has consented to them. • **Granular**: Individual consent for individual purpose, i.e. consent cannot be bundled with other purposes or activities. • **Freely given**: "Accept" and "Reject" button. • **Easy to withdraw**: opt-out on the same layer as opt-in.
5. **Give users access to your service even if they do not consent to cookies**	• In the case that a user refuses data processing, **no unessential cookies must be set**. Essential cookies will be set regardless if the user accepts or refuses. • Nevertheless, ensure users are still **allowed to access your service** even if they refuse to allow the use of certain cookies/technologies.
6. **Collect and process data only after obtaining valid consent**	• Ensure that **cookies are not loaded** until the user has given his consent.

Steps	Roadmap
	• Once you have indeed obtained valid consent, you are **free to collect and process personal data** for the purposes you informed your user before.
7. **Document and store consent received from users**	• Comply with your documentation obligation to ensure you are able to verify the users' consent in case of an **audit by data protection authorities (DPA)**.
8. **Offer a simple opt-out, as simple as the opt-in**	• Make it as easy for users to withdraw their consent as it was for them to give their consent in the first place. **Easy in, easy out.** • **External links** to a third page for opt-out are not sufficient.
9. **After opt-out ensure that no further data is collected or forwarded**	• Ensure that from the **moment of the objection** on, no further data is collected or forwarded.

Would you like to learn more about all the possibilities our CMP offers for a **GDPR-compliant implementation? We would be happy to advise you.**

Get in touch with us