

Gorgeous Geek

Web Designer & Online Business Consultant



GDPR Website Checklist

Ideal if you have a service based business website with these functions in place:

- Sign-up forms to get people onto your mailing list
- Contact form for people to contact you via your website
- Online scheduler for people to book consultation sessions with you
- Payment collection for online digital product(s) you offer

Disclaimer: This is *not* legal advice, but recommendations based on my research. I make no guarantees, and take no responsibility that these changes will make your website 100% compliant. You should ideally consult with a local lawyer to make sure you have everything in place for your specific website and business.

Which changes do you need to apply to your website with reference to GDPR?

Sign-up boxes

You need to tell people who wants to sign up on your website exactly what is going to happen before they leave their data.

- If you say “*sign up to updates from my blog*”, then you can only send emails with your blog posts.
- If you say “*sign up for my freebie*”, you can no longer just add them to your mailing list as well. You need to tell them that they will have to sign up for your mailing list, and that *this* gives them access to your freebie.

How to do this?

Rephrase the sentences above your sign-up fields. E.g. look at the before and after of my sign-up box offering the Website Planner as a freebie:

Before:



Attract clients with your website!

It's possible!
With the right knowledge & strategy

Get the Website Planner

Your Name*

Your Email*

Get Started Gorgeous!

After:



Sign up to my list to get access to the Website Planner

Everything your website needs to attract clients + regular website tips, biz tips and events

Your Name*

Your Email*

Get Started Gorgeous!

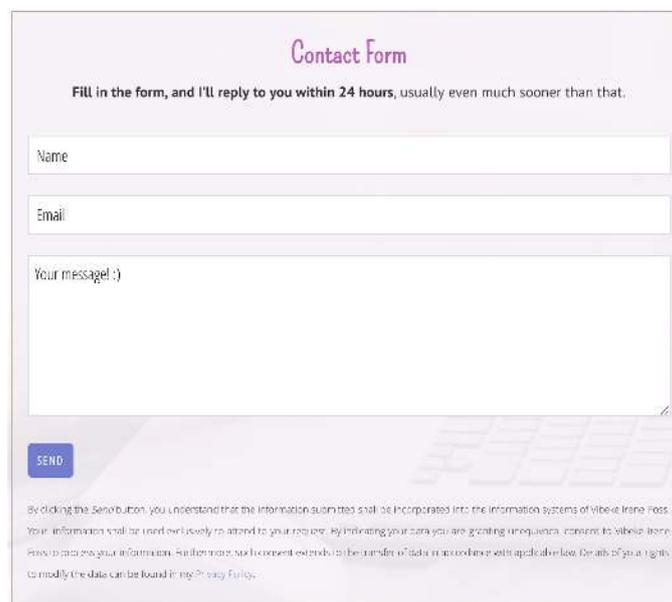
Your data is safe. See my Privacy Policy

You need to make sure they have a link to your Privacy Policy.

- Provide a link to your Privacy Policy below the “Sign Up” button (see sentence below the button in the image on the right hand side).

Contact Forms

Below the “Send” button you need to inform them how you will treat their data, and create a link to your Privacy Policy. I have done it like this:



Contact Form

Fill in the form, and I'll reply to you within 24 hours, usually even much sooner than that.

Name

Email

Your message! :)

SEND

By clicking the Send button, you understand that the information submitted shall be incorporated into the information systems of Vibebe Irene Ross. Your information shall be used exclusively to attend to your request. By providing your data you are granting unreservedly, consent to Vibebe Irene Ross to process your information. Furthermore, such consent extends to the transfer of data in accordance with applicable law. Details of your rights to modify the data can be found in my Privacy Policy.

Online Scheduler

In the section of your scheduler where your users add their personal data, you need to add a link to your Privacy Policy. I use the online scheduler Appointlet, and as an example, I have added a mandatory tick box just before the “Continue” button:

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1 Services 2 Times 3 Information 4 Review

Provide your information

Email *

Your Name *

What is your business (or business idea)? *

What stage are you at? *

- I have no website yet
- I have started a website, but need to build a new one from scratch
- I have a website, but it needs a revamp/redesign

What is your domain (website address) if you already have one?

I understand & agree with the Privacy Policy for the processing of my data. * Privacy Policy

Save my information for future bookings

Continue →

Cookies

It has long been mandatory to have a cookie notification, however if you don't have one yet, it's time to get one.

- You have to have a cookie notification in place on your website asking your visitors to agree to the use of cookies if they keep browsing your website, and provide a page where they can read about what website cookies are, and which specific ones are in use on *your* website and for which purpose (in a language they understand).
- I use a plugin called Cooke Notice, which is easy to use.
- You can see my own Cooky Policy here to get an idea: [GG Cookie Policy](#).

SSL

Make sure you have an SSL (Secure Sockets Layer) certificate in place on your website.

- You're required to protect your user's data, and an SSL certificate ensures that any information that is entered in a form on your website is encrypted.
- Websites with SSL shows a little lock icon before your website address, and your website address starts with [https://](#) (instead of [http://](#)), like you can see in this image:



- Your hosting company can help you with this, so get in touch with them if your website is not yet encrypted and has the SSL certificate.

When you have this in place, it's time to make get in touch with your current subscribers...

□ Your current subscribers

When you have the above in place, it's time to make sure your current subscribers agree to your new or updated Privacy Policy for you to be able to keep sending them your emails.

It's not enough to write an email and say: "Hey, remember you can unsubscribe anytime". You have to make them take action, either directing them to a GDPR compliant sign-up form on your website for them to resubscribe, or include a click-option in an email where they can choose to stay or go. All email marketing providers can track clicks, so anyone who did not click to stay on your list by 25 May, have to be removed.

This is what I sent out as part of my last email to my mailing list:

Let me know if you want to keep receiving my emails.
As you know, I provide valuable website tips, female entrepreneur inspiration, and notify you of webinars and workshops!

Yes, I'll stay **No, I'll leave**

By clicking the above button you agree to me using your data in accordance with my [Privacy Policy](#), and to keep sending you valuable blog posts, inform you about my events and webinars, and carrying out the occasional promotion and market research. I respect your privacy and will keep your data safe.

By clicking the above button I will remove you from my list, and you will not receive any further emails from me.

In all your emails, you also need to have available a link where they can adjust their subscription preferences.

- If you only have one list, and only send out e.g. your blog posts, then their options would be to stay subscribed or unsubscribed. Lucky you!
- If you have built up a more complex list system, where they are receiving different categories of emails from you, e.g. blog posts, promotions, notification of events,

webinars, market research outreach etc., then they need to have the option to choose what to receive.

Puh! Won't we all be happy when all of this is finally in place?

I know what your question is right now...

How to do all this technically?

I wish I could give you an easy answer to this, but each system is different. Nevertheless, by now all of the main email marketing suppliers (MailChimp, ActiveCampaign, ConvertKit etc.), and contact form suppliers (Contact Form 7, Ninja Forms, Gravity Forms etc.), have easy to find and detailed instructions for their users on how to make their forms compliant. A quick Google will help you out (type GDPR and the name of the provider), or request the service from your web designer.

Regarding your Privacy Policy, I strongly recommend that you get a lawyer to provide you with these, as you may be obliged to refer also to local laws in the policy. You can have a look at my own [Privacy Policy](#) to understand what information needs to be included on such a page.

As for your cookie policy you can base yours on my own [Cookie Policy](#), **but** you need to adapt the section called "*Which cookies do we use on our website?*", as this differs from site to site.

Good luck with the implementations.