How to Get Your Website GDPR-Ready

Comes Into Effect

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What is the GDPR?

The General Data Protection Regulation (GDPR) is a massive data privacy law coming from the EU, designed to give control of personal data back to the individual.

Who Does it Apply To?

GDPR applies to any organization that:

0 Offers products or services to any EU resident;

0 Is established in the EU;

0 Is engaged in widespread website behavioral monitoring.

What are the Penalties?

Penalties and fines are as high as 4% of annual revenue, or €20 million, whichever is greater.

5 Steps in Getting your Website GDPR Compliant

Step 1: Map Your Digital Supply Chain

Conduct a thorough audit of your website to gain a panoramic view of the third-party vendors that have access to the visitors on your website. One tool that can provide an audit of all third-party vendors on your site is Crownpeak Trackermap®. Get your free url scan **here**.

Step 2: Conduct a Site-Wide Profiling Analysis

Evaluate the various levels of data sensitivity involved in your website data collection, and rank the associated risks. Analyze what submissions are saved to your company database.

Step 3: Determine the Legal Basis for Data Collection Activities

Assess whether you have a legal basis to collect data on your website users without consent. If you do not have a legal basis, you'll need to create a process for obtaining .

Step 4: Set Up a Privacy Rights Infrastructure

Establish internal processes to accomodate the variety of rights consumers have under the GDPR. This means creating a channel for visitors or customers to submit any rights requests and an attendant process for fulfilling them.

Step 5: Design Sites Around GDPR Consent

Follow these best practices to ensure that your website is compliant with the GDPR:

0 Provide a comprehensive list of all vendors that have access to your visitor behavior and the data being collected.

0 Give users the ability to provide consent for each vendor.

0 Notify the user that they can easily revoke their consent at any time, and request that their personal data be erased.