

The Ultimate 2021 Privacy Compliance Checklist

Privacy is becoming more important. Prepare your brand for all things data and compliance with this checklist.

1

Key Questions

- Do you take consent from visitors and customers before collecting their data and do you inform them of what you use it for?
 - Can an individual opt-out of processing?
 - Can you provide access to, delete, or move someone's data?
 - Do you know what kind of personal data you store?
 - Do you have opt-in consent boxes?
 - Do you know what pixels or tags your site is using?

2

Getting Started

- Start (or update) your data inventory
- Identify all personal information you've collected, processed, or sold
- Update all internal and external privacy notices and policies
- Review your vendor management program.
 - Any vendor you work with that handles data you have of your customers, and you are liable for what they do with it. Ensure they are fully compliant.

3

Compliance Checklist

- Review all privacy requirements for user experience. Are they clear, transparent, and clear about how their data is being used?
 - Inform your customers on all privacy policy updates
- Evaluate your data collection practices: Are you minimizing the amount of data strictly necessary for business purposes?
- Review all channels
 - Social media
 - Ensure all notifications are opt-in
 - Ensure that emails contain an opt-out feature.
- Cookies
 - Review cookie data storage
 - Ensure your cookies-notification banner is current to all cookies and include consent to storage and documentation
- Have an Individual Rights Request process for when a consumers invokes one
- Create a plan ready in case of a data breach. Larger brands may need a [Data Protection Officer \(DPO\)](#).

How to Prepare for the iOS 14 Update, with Tinuiti

Predictions, data, and managing your paid ads

4

iOS 14 Predictions

- ATT Prompt Opt-In is going to vary based on many factors (App Vertical, when the prompt is served, how many other prompts they've been exposed to, etc.)
 - This will impact not just your own app's data collection/ability to run ads, but the apps that you run your ads in (YouTube, TikTok, Facebook)
 - It's important to prepare across your paid media efforts focused on app KPIs (downloads, in-app events like purchase, etc) as well as Branding/Awareness, Shopping, Dynamic Product Ads, etc. as anything run in app inventory will be impacted to some degree
- Increased education for consumers around how data is used and the benefits of it's collection (Free Content, Personalized Ads vs Spam, etc)

5

Owning Your Data

- First Party Data is going to become king for eCommerce brands after the iOS14 & other privacy changes happen in the advertising ecosystem
 - Start the process of creating a usable Identify graph with identifiers like email, phone number, etc that you can leverage on a 1-to-1 basis for Lifecycle efforts (to keep users coming back to your experiences to purchase)
- Build a strategy for cross-channel engagement leveraging your 1P data + marketing tools like [email](#), [push notifications](#), [in-app messages](#), [SMS](#), and/or [chatbot](#)
The marriage of 1P Data + Creative is going to be the foundation of eCommerce efforts that are done successfully

6

Managing Your Paid Ads

□ App Specific Prep

- Get ready to implement the ATT prompt in your app for early Spring implementation (exact timing from Apple TBD)
- Update your SDKs (MMP, Facebook, Firebase, etc.) to support SkAdNetwork and Apple Search Ads Framework
- Set Conversion Value Schema

□ App + Web Prep

- Talk to your agency/the team that runs your paid media and your platforms (Google, Facebook, etc) to ensure your campaigns adhere to iOS14 guidelines
- Pull Historic Data from your previous paid media campaigns to ensure you can compare performance post iOS14 to identify changes, manage expectations for future campaigns & update models
- Consider investing in new tools like Facebook's Conversion API with information you can control

□ Measurement

- Be ready for an increase in modeled conversions across platforms like Google & Facebook
- Review your models (LTV, MTA, etc) to ensure the data you use for calculations is still viable after iOS14.5 - If not, discuss ways to change how you value media sources & specific consumers to update your future market strategy

□ App & Web eCommerce Experiences

- Make sure your owned properties align with consumer wants (easy navigation, quick loading, logged in experiences, etc) to encourage conversion
- Figure out the right cadence for communication once you acquire a new eCommerce customer to turn them from a "one-time buyer" to a loyalist - As certain elements of our advertising world depreciate, this will be important for your ROI goals

"Above all advertisers should remember: First-party data is king. Google said it best "developing strong relationships with customers has always been critical for brands to build a successful business, and this becomes even more vital in a privacy-first world."



Nirish Parsad

Marketing Technologist at Tinuiti

Data privacy is only going to become more important as time goes on - stay informed and make sure you're compliant and prepared for the rest of 2021.

Justuno

Justuno offers prebuilt privacy promotions that help you ensure compliance, faster.

[Learn more about Justuno here](#)

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