

Retargeting Compliance & Privacy Review Checklist

1. Data Collection & Consent

☐ Is explicit user consent for retargeting and tracking obtained? ☐ Is the consent record securely stored and auditable? ☐ Are users given clear and accessible information on data use?

2. Cookie & Tracker Management

☐ Are all third-party cookies and trackers documented? ☐ Is cookie usage disclosed in the privacy policy? ☐ Is there a process for users to manage or revoke cookies?

3. Vendor & Platform Compliance

☐ Are all advertising partners and platforms GDPR/CCPA compliant? ☐ Is a Data Processing Agreement (DPA) in place with vendors?

4. Data Security & Storage

☐ Is user data stored securely with regular reviews? ☐ Is data retention policy applied and communicated to users?

5. User Rights & Controls

☐ Can users easily opt out of retargeting? ☐ Are request/erasure mechanisms for user data in place? ☐ Are users able to access information on the data held on them?

6. Privacy Policy Review

☐ Has the privacy policy been updated within the past 12 months? ☐ Does the policy explicitly address retargeting practices?

Notes & Findings

Reviewed by

Date