



PAIN POINTER CHECKLIST

General checklist for everyone

CHECKLIST	CHECKLIST ITEM	WHY IT'S IMPORTANT
	Add a clear Privacy Policy on your website	So users know how their data is used
	Ask for permission (consent) before collecting data	Builds trust and keeps you legal
	Allow users to unsubscribe or delete their data anytime	It's their right and your responsibility
	Don't collect more data than needed	Collect only what's useful for your goals
	Store data safely (passwords, secure tools)	Protects users and your brand reputation

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CHECKLIST FOR ADS

CHECKLIST	CHECKLIST ITEM	WHY IT'S IMPORTANT
	Show a cookie popup on your website	Ask permission before tracking people
	Use Google Consent Mode or Meta's tools	Makes ad tracking more privacy-friendly
	Track events (like clicks or page views) only after consent	Avoids legal issues with GDPR, CCPA
	Don't run retargeting ads without permission	Especially important in the EU and US
	Use Google Tag Manager to control what gets tracked	One tool to manage all tracking codes easily

PAIN POINTER

CHECKLIST FOR E-MAILS

CHECKLIST	CHECKLIST ITEM	WHY IT'S IMPORTANT
	Be honest in your sign-up forms	Tell users what emails they'll get
	Use a double opt-in (optional but safe)	Confirms they really want your emails
	Add a clear unsubscribe button in every email	It's a legal must and keeps readers happy
	Store emails using trusted tools (like Mailchimp, Brevo)	These tools are built for data safety

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TOOLS FOR DATA PRIVACY

COOKIEYES TERMLY	Add a cookie banner easily
Google Consent Mode	Respect user choices while tracking
Google Tag Manager	Control all ad and analytics tags
Mailchimp Brevo	Send GDPR-compliant emails easily

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