



Data Audit Template For GDPR Compliance

Personal data includes any information about an individual which can identify them: for example name, address, date of birth, location, IP address, gender, religion, health, preferences etc.

Name:

Website:

Date of Audit:

1. Site Visitors

Who do you gather *personal* information about?

(e.g. newsletter subscribers, people who use contact forms or email)

***Exactly* what information do you collect?**

(e.g. name, address, email, location, IP address)

How do you collect that information electronically?

(e.g. contact form, signup box, pop-up / under, competitions)

Why do you collect it?

Does the customer receive anything in return for giving their information?

(e.g. a freebie download) If so, do they have the option of receiving the freebie *without* signing up?

What information do you (or a third party with your permission) collect from site visitors which you don't *actively* request?

(e.g. Analytics data, Adsense cookies) If you don't know, say so here.

Which companies collect that data?

(e.g. Google, AdSense, Ezoic, AddThis, Hotjar, SBI!)

Why do you collect this information? Do you need to?

**Are your site visitors told anywhere that you're collecting this information?
Are they given the option of opting out?**

2. Employees

Do you collect any personal information about employees?

(e.g. VAs, other staff)

***Exactly* what information about employees do you collect?**

How do you collect that information?

Why do you collect it?

3. 3rd Parties

Do you collect any personal information about third parties?
(e.g. suppliers, affiliates)

***Exactly* what information about third parties do you collect?**

How do you collect that information?

Why do you collect it?

4. Storage and Processes

Is any of this information held on your personal computer?

What security systems do you have in place on your computer?

Who has access to your computer?

Has data on your computer ever been lost or accessed when it shouldn't have been? If so, how?

5. Paper Storage

Do you store any personal data on paper? If so, how is it collected?
(e.g. by people filling out forms in your office?)

If so, where exactly is it stored?

Do you destroy old paper documents? If so, how?

6. All Data – paper or electronic

Do customers or employees receive any information from you about how their data will be used, such as information on your website or verbal information in a phone call?

Do you send customers any information about marketing or promotions?

Do you ask for permission to send that kind of material? How do you ask?

Can the customer opt out of receiving that information? How?

Is any of the data you collect sent outside Europe? If so, to which countries?

Is any of the data shared with other people? If so, why and who?

How and when is electronic data about customers deleted?

Can the customer see her / his data if s/he wants to?

Has anyone ever complained to you about how her / his data has been handled? If so, what was the complaint?

Is there anything about the way in which you collect, store or process data that particularly worries you?

Any other comments you want to make?

Signed off by:

Date: