

Conducting a GDPR audit

To be able to comply with GDPR requirements it is recommended that you carry out an audit of all of your existing campaigns and communications. Having current records can help identify gaps, reduce risks and prevent disputes.

Grouping this into categories can often be helpful.



Within each category you should then ask the following questions.

- What personal data is being captured?
- Who is managing the data and has access to it? (in-house / third-party?)
- What is the basis for data being processed? (have individuals been made aware?)
- What systems are being used? (eg WordPress, Mailchimp, etc)
- Has explicit consent been provided?
- How long is data being retained for?
- Is any action required?

[Download a template for completing GDPR audits](#)

Disclaimer

This guide does not constitute legal advice or legal analysis. Organisations may still need to seek independent legal advice when developing their own processes, or when dealing with specific issues.

What happens if you ignore GDPR?

If an organisation is found to have been in serious breach of the legislation following an investigation by the Information Commissioner's Office, substantial penalties may be imposed.

Previously fines for serious breaches were limited at £500,000. GDPR greatly increases the penalties with an upper limit of 20 million Euro or 4% of annual global turnover - whichever is higher.

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