GDPR checklist for user research

☑ Be clear at the point of collection of data why you need the individual's information and let them know.

☑ Be clear about the length of time you are going to hold personal data and let the individuals know.

☑ Make sure you have a privacy policy that includes all the relevant information in clear and concise language.

☑ Make it clear to individuals what you plan to do with their data when you collect it. Give individuals a clear and easy option to refuse marketing activities and communications.

☑ Be accountable and understand your responsibility to be compliant and be prepared to demonstrate this by regularly recording your activities, always taking into account your organisation's legal grounds for processing personal data across different scenarios.

☑ If asking for informed consent, don't assume it is given by default – always ask individuals to positively opt in.

☑ Give individuals options to consent based on what the different ways the data will be used.

☑ Keep records of when and how you got consent from individuals.

☑ Name your organisation and the individual in the organisation responsible for data protection in any relevant documentation and, if applicable, the type of third-party organisations you are proposing to share data with.

☑ If applicable, tell individuals that they can withdraw consent and show them how to do so, without detriment.

☑ Allow individuals the right to delete or make it easy to request the deletion of their personal information when withdrawing their consent to the processing of their data.

☑ Implement a level of security for the stored personal data appropriate to the risk by carrying out a privacy risk assessment. Regularly test, assess and evaluate the effectiveness of the security measures you put in place.

☑ Create protocols around any security breach to make sure you report these to the supervisory authority (the ICO) no later than 72 hours from when you become aware.