

# Checklist

## Data protection-compliant fundraising for NGOs and donation organizations

When initiating a fundraising campaign, please note the following:



### Clarify legal basis

- ☐ Consent for (e-mail) advertising?
- ☐ Legitimate interest for postal advertising?



### Fulfill information obligations

- ☐ Data protection information up-to-date & easy to find
- ☐ Data subjects informed about purposes, rights & recipients?



### Observe data minimization

- ☐ Only collect necessary data?
- ☐ Mandatory fields critically checked?



### Delete data after the purpose has expired

- ☐ Deletion deadlines set & implemented?
- ☐ Routines for data checking?



### Obtain consent

- ☐ clear, voluntary and unambiguous? Double opt-in?
- ☐ not hidden in T&C or linked to other services?



### Enable opt-out

- ☐ Are there any references to opt-out? Also in letters?
- ☐ Unsubscribe links in every (advertising) mail



### Integrate service providers compliantly

- ☐ DPA in place? Compliance third countries (e.g. USA)?
- ☐ GDPR-compliant provider?



### Data security

- ☐ Access rights restricted?
- ☐ Data security concept in place?