

Check-In before to order a list.

- ◆ Name and description of the list. (it must be truthful).
- ◆ List Manager. (who manages the list)
- ◆ Name of the list owner and his headquarter address.
- ◆ When the list was created ?
- ◆ Has been signed up in a local register ?
- ◆ In which context data implementation update the list ? (for instance magazine subscription).
- ◆ When has the list been updated lately ?
- ◆ Is data deleted for those who required for it ?
- ◆ Has every name been collected with his consent to receive commercial messages from third parties ?
- ◆ Has the consent been collected in a coregistration background ?
- ◆ In case of email address the consent has been collected in optin or in double optin regime ?
- ◆ Can you show a document proving when the consent has been released ?
- ◆ How the consent has been obtained ?
 - informative communicated in the footer ?
 - inside the “privacy policy” after click this link?
 - box pre-ticked ?
 - box for the consent to tick ?
 - boxes for the consent and denial ?
 - a specific and separated request with Boxes for the consent and denial ?
- ◆ How third parties are identified in the informative ?
 - by name
 - by activity description
 - by generic sentence like “ thirds”

Report an example of the informative.....

- ◆ Has commissioner's rules been observed ?
- ◆ Have you received any complaint about privacy ?
- ◆ List the variables that can be used to target:

- ◆ Are there punctual or deducted variables ?
- ◆ Are the postal addresses normalised according to local official courier ? (poste italiane in case of Italy).
- ◆ Has the list been deduplicated ? Which level (individual or family) ?.
- ◆ After what percentage of returns do you give the money back ?
- ◆ In case of a large list plan, how many extra addresses do you supply to compensate the deduplication with other lists ?
- ◆ Do you accept an invoice based on how many real addresses have been used ?
- ◆ Regarding email marketing who broadcasts the campaign ?
- ◆ Are there specific " from" and "subject" to write ?
- ◆ Do you check with a spam-software before to broadcast ?
- ◆ Can you supply the list and the information of who opens the email message ?