

## 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 ?
- ◆ Data implement and update the list in what background ? ( for instance magazine subscription).
- ◆ When the list has been updated lately ?
- ◆ Are deleted the data of those require for it ?
- ◆ Has every name been collected with his consent to receive commercial messages from thirds ?
- ◆ 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 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 addresses do you supply more to compensate the deduplication with other lists ?
- ◆ Do you accept an invoice based on how many real addresses have been used ?
- ◆ In case of email marketing who broadcast 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 ?