



# Compliance Checklist

GDPR & Dutch Law  
Checklist for Small  
Business Owners



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This document is for informational purposes only and does not constitute legal advice.

# A Small Business Owner's Compliance Checklist

Use this checklist to track your compliance to help you start a conversation with your attorney.

# Website

- Lawful basis documented for every type of personal data you process
- Privacy policy is accurate, plain language, easy to find
- Data minimization only collects what you actually need
- Data retention policy stated in your privacy policy; data deleted when no longer needed
- Cookie consent banner genuine opt-in choice; no pre-ticked boxes
- Cookie policy linked from your consent banner
- Secure data storage encryption confirmed with your hosting provider
- Data access request process documented and responsive
- Data processing agreements in place with all third-party processors
- Data breach plan documented; report to supervisory authority within 72 hours

**Footer includes:**

- Business name & legal entity
- Physical address
- Contact information
- Privacy Policy & Cookie Policy links
- DSAR form or link
- Terms & Conditions link (best practice, not a legal requirement)

## Email Footer

- Business name & physical address in every marketing email
- Sender identity is not misleading: clear "From" name and email address
- Subject lines are not misleading or deceptive and accurately reflect the email's content
- Unsubscribe link is visible, one-click, honored promptly
- Privacy policy link included

# Forms

- Explicit opt-in: unchecked box, active affirmative action
- No forced consent: content not gated behind subscription
- Specific consent: separate consent for each content type
- Privacy policy link visible on every sign-up form
- Right to withdraw communicated at point of sign-up
- Consent records kept (include date, method, and scope logged)
- Right to object: easy unsubscribe mechanism in place
- Children's data: parental consent if the audience may include minors under 13-16
- Double opt-in in place (best practice)
- Third-party forms covered in privacy policy

# The Netherlands

## KVK number on:

- Website
- Emails
- Invoices
- All other correspondence

## Required website information displayed:

- Business name as registered through the KVK
- Physical address
- Email
- Phone Number
- Hours of Availability
- BTW-id (VAT) on website and invoices (unless KOR or VAT-exempt)
- Data breach reporting process in place
- Identified local supervisory authority
- Cancellation button (herroepingsknop) on website by June 19, 2026 (e-commerce)

- Cancellation & return information clearly displayed, including 14-day cooling-off period (e-commerce)
- Customer reviews are genuine; verification process documented (e-commerce)
- Countdown timers can only be used when the offer genuinely expires (e-commerce)
- No geo-blocking: EU customers accepted; Dutch delivery or pickup option available (e-commerce)

## Resources

- GDPR for Businesses: [https://commission.europa.eu/law/law-topic/data-protection/rules-business-and-organisations\\_en](https://commission.europa.eu/law/law-topic/data-protection/rules-business-and-organisations_en)
- Data Protection Overview: [https://commission.europa.eu/law/law-topic/data-protection\\_en](https://commission.europa.eu/law/law-topic/data-protection_en)
- GDPR for Business: [https://europa.eu/youreurope/business/dealing-with-customers/data-protection/data-protection-gdpr/index\\_en.htm](https://europa.eu/youreurope/business/dealing-with-customers/data-protection/data-protection-gdpr/index_en.htm)
- How to Comply with GDPR in the Netherlands: <https://business.gov.nl/running-your-business/legal-matters/how-to-make-your-business-gdpr-compliant/>
- GDPR for Beginners: <https://www.kvk.nl/en/rules-and-laws/privacy-law-gdpr-for-beginners/>

- KVK Number: All You Need to Know: <https://www.kvk.nl/en/starting/kvk-number-all-you-need-to-know/>
  - VAT Identification Number: <https://www.kvk.nl/en/starting/everything-you-need-to-know-about-the-vat-identification-number/>
  - Autoriteit Persoonsgegevens: <https://autoriteitpersoonsgegevens.nl/en>
  - Report a Data Breach (Netherlands): <https://autoriteitpersoonsgegevens.nl/en/report-data-breach>
  - GDPR Self-Assessment (Dutch only): <https://regelhulpenvoorbedrijven.nl/avg/welkom>
  - Consumer & Market Authority (Netherlands): <https://www.acm.nl/en>
  - Online Sales Rules for the Netherlands: <https://www.kvk.nl/en/rules-and-laws/online-sales-make-sure-you-follow-these-basic-rules/>
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While we can't help you write your policies or act as a data processor, we can help you implement any changes you need, whether that's updating your website and email footers, adding new policy pages, or fixing your forms. At Little Nudge Marketing, compliance is part of how we build customer experiences within larger email marketing automation strategies.

If you'd like help implementing changes, **[let's chat](#)**.



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