

CHECKLIST

Website Privacy

- Remove all data-collecting features not actively being used, such as:
 - Analytics tools that are commonly installed but rarely used
 - Advertising pixels leftover from old ads (Meta, LinkedIn, etc.)
 - Contact forms asking for data not actually needed (phone numbers)

- Limit tracking software by implementing the following:
 - Store fonts locally (like Google Fonts)
 - Load videos locally (instead of YouTube & Vimeo embeds)
 - Use screenshots instead of using map embeds
 - Consider privacy-focused tools (UseFathom instead of Google Analytics or Friendly Captcha instead of reCaptcha)

- Improve your security by doing the following:
 - Ensure an SSL certificate is installed
 - Keep plugins and software updated
 - Set up risk assessment & risk treatment plans

- Get proper consent (if required by law) by doing the following:
 - Have an “Accept” & “Decline” option that are the same size & color
 - Set “Functional” and “Marketing” cookies to “Deny” by default
 - Don't include pre-ticked boxes on any forms or Consent Solution
 - List specific cookies collected (with the ability to accept/decline each)

Adapted from [Termageddon's Privacy Checklist](#)