



Automotive Data Privacy Compliance Checklist

Data Collection & Consent

Review processes for collecting customer data and ensuring proper consent is obtained.

Consent Method Used

- ☐ Online Form
- ☐ Verbal Consent (Documented)
- ☐ Physical Form

Summary of Consent Language Used

Write something...

Date Consent Obtained

Enter date...

Data Collected (Initial)

- ☐ Name
- ☐ Email
- ☐ Phone Number
- ☐ Address
- ☐ Vehicle Information
- ☐ Financial Information

Purpose(s) of Data Collection

- ☐ Marketing Communications
- ☐ Service Reminders
- ☐ Sales Follow-Up
- ☐ Finance Offers

Record of Customer Acknowledgement (if applicable)

Write something...

Data Storage & Security

Assess data storage methods and security measures to protect sensitive information.

Encryption Method Used for Customer Data

- ☐ AES-256
- ☐ RSA
- ☐ Other (Specify)

Firewall Strength (rated 1-10)

Enter a number...

Physical Security of Servers

- ☐ Dedicated, Secure Data Center
- ☐ On-Site Server Room with Security
- ☐ Cloud-Based Storage with Security
- ☐ Other (Specify)

Detailed Description of Data Backup Procedures

Write something...

Last Security Audit Date

Enter date...

Antivirus/Malware Protection Active?

- ☐ Yes
- ☐ No
- ☐ Not Applicable

Data Access & Usage

Evaluate who has access to data and how it's being utilized within the dealership.

Who has access to customer financial information?

- ☐ Sales Manager
- ☐ Finance Manager
- ☐ Service Advisor
- ☐ General Manager
- ☐ Only authorized personnel

Which systems can access customer data?

- ☐ CRM
- ☐ DMS
- ☐ Marketing Automation
- ☐ Service Management
- ☐ Third-party analytics tools

Approximate number of employees with access to customer data.

Enter a number...

Describe the process for requesting and approving access to customer data.

Write something...

Is data access reviewed periodically?

- ☐ Yes
- ☐ No

Data Subject Rights (Access, Correction, Deletion)

Verify procedures for handling customer requests regarding their data (access, correction, deletion).

Date of Data Subject Request

Enter date...

Data Subject Full Name

Write something...

Data Subject Email Address

Write something...

Type of Request

- ☐ Access
- ☐ Correction
- ☐ Deletion

Details of Request from Data Subject

Write something...

Date of Response Sent to Data Subject

Enter date...

Details of Response Provided to Data Subject

Write something...

Request Status

- ☐ Pending
- ☐ Completed
- ☐ Rejected

Third-Party Vendor Management

Examine contracts and data processing agreements with vendors.

Vendor Data Processing Agreement (DPA) Status

- ☐ DPA Executed
- ☐ DPA Pending
- ☐ No DPA Required

Vendor Risk Score (1-10)

Enter a number...

Vendor Security Questionnaire Review Notes

Write something...

Vendor Security Questionnaire

 Upload File

Vendor Compliance with Data Residency Requirements

- ☐ Compliant
- ☐ Non-Compliant
- ☐ N/A

Last Vendor Audit Date

Enter date...

Data Breach Response Plan

Review the dealership's plan for responding to potential data breaches.

Estimated Breach Notification Timeline (Days)

Enter a number...

Primary Contact Person for Data Breach

- ☐ General Manager
- ☐ IT Manager
- ☐ Legal Counsel
- ☐ Compliance Officer

Summary of Data Breach Response Steps

Write something...

Copy of Data Breach Notification Template

 Upload File

Last Data Breach Response Plan Review Date

Enter date...

External Support Resources (Legal, PR, Cybersecurity)

- ☐ Already Contracted
- ☐ Identify & Evaluate

Training and Awareness

Confirm that employees receive adequate training on data privacy regulations and best practices.

Number of employees trained on data privacy in the last year

Enter a number...

Which data privacy topics were covered in training?

- ☐ GDPR
- ☐ CCPA
- ☐ Data Breach Response
- ☐ Customer Rights (Access, Correction, Deletion)
- ☐ Secure Data Handling

Date of last company-wide data privacy training

Enter date...

Training Delivery Method

- ☐ Online Module
- ☐ In-Person Workshop
- ☐ Combination of both

Briefly describe the content of the data privacy training program

Write something...

Legal and Regulatory Compliance

Ensure adherence to applicable laws (e.g., GDPR, CCPA, state-specific regulations).

Applicable GDPR Compliance Status

- ☐ Fully Compliant
- ☐ Partially Compliant
- ☐ Not Compliant

Applicable CCPA Compliance Status

- ☐ Fully Compliant
- ☐ Partially Compliant
- ☐ Not Compliant

Last GDPR Policy Review Date (YYYY)

Enter a number...

Last CCPA Policy Review Date (YYYY)

Enter a number...

Date of Next Regulatory Compliance Review

Enter date...

Summary of Recent Regulatory Changes Addressed

Write something...

Website and Online Privacy Policy

Verify clarity and accuracy of the dealership's online privacy policy.

Privacy Policy Content Review

Write something...

Accessibility Compliance (WCAG)

- ☐ Compliant
- ☐ Needs Improvement
- ☐ Not Compliant

Data Categories Disclosed (e.g., Cookies, Location Data)

- ☐ Cookies
- ☐ Location Data
- ☐ Contact Information
- ☐ Vehicle Information
- ☐ Demographic Data

Policy Updates Frequency

- ☐ Annually
- ☐ Bi-Annually
- ☐ As Needed
- ☐ Quarterly

Last Policy Update Date

Regular Audits and Updates

Schedule periodic audits and updates to the data privacy program.

Last Audit Date

Frequency of Audits (e.g., 6, 12 months)

Enter a number...

Summary of Audit Findings

Write something...

Areas Reviewed During Audit

- ☐ Data Collection Practices
- ☐ Security Measures
- ☐ Vendor Agreements
- ☐ Employee Training
- ☐ Privacy Policy
- ☐ Incident Response Plan

Date of Next Scheduled Audit

Enter date...

Person Responsible for Audit Follow-Up

Write something...