

The Easy Go-To Privacy Checklist

7 essentials every marketer should know about cookies, tracking & advertising compliance.

If you run a website or online campaigns, this checklist is for you. Privacy laws are stricter than ever, platforms keep changing, and users expect transparency. Staying compliant isn't just about avoiding fines – it's about building trust.

This guide gives a simple overview of key rules around cookies, tracking and consent — without legal jargon.

GDPR Cookie & Compliance Checklist



You need valid consent

Before setting any cookies that are not strictly necessary, you must inform the user and get explicit permission.

Consent must be:

- Freely given
- Specific (not just a general "OK")
- Clearly explained
- Actively given (no pre-ticked boxes)
- Easy to withdraw at any time



Be transparent

Tell users which cookies you use, why you use them, and who may access the data. Use clear and simple language.



Let users choose

Consent must be a real choice. Users must be able to allow some purposes and reject others — not just “accept all or nothing.” It must be just as easy to say no to tracking as it is to say yes.



No pre-checked boxes

Consent must always be active. Pre-filled boxes or “default yes” are not valid — the user must make a clear, deliberate choice.



Make it easy to change their mind

Users must be able to withdraw or update their consent just as easily as they gave it. Add a visible “cookie settings” option on every page.



Don't block access

If users refuse cookies, your website must still be accessible in a basic form. Essential functions must always work without consent.



Keep up with new ad regulations

EU rules like the Digital Services Act (DSA) and the Digital Markets Act (DMA) are reshaping how ads can be delivered, especially when personal data is involved.

To stay compliant and effective, use privacy-friendly approaches such as contextual targeting.



One last tip!

Watch data transfers outside the EU/EEA

Check if tools send data to countries with weaker protection. Prefer providers with strong safeguards or EU-based processing to stay safe and future-ready.

Want to learn more?

Let's talk about how contextual advertising can work for your brand.

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