

ePrivacy & Cookie Checklist

Cookies, trackers, and electronic marketing - audited against the ePrivacy Directive and GDPR consent standard. Ensure your banner does what it claims to do.

COVERS

COOKIES / CONSENT / MARKETING

TIME TO COMPLETE

30-45 MINUTES

VERSION

JULY 2026

How to use this

Start with the inventory - you can't get consent right for trackers you haven't listed. Then walk the audit checklists and mark each item Yes / Partial / No. Every Partial or No is a fix with an owner.

The rule in one line

Under the ePrivacy Directive (as implemented in national law) you must get **prior, informed consent** before storing or reading any non-essential information on a user's device - and that consent must meet the GDPR standard: freely given, specific, and unambiguous. Strictly necessary cookies are exempt. National rules and regulator expectations vary, so confirm the local rule for your target market.

1 Cookie & tracker inventory

Every cookie, pixel, SDK, fingerprinting signal and local-storage key. Include third-party tags fired by your tools.

#	Name / key	Provider	Category	Purpose	Duration	1st/3rd
1	_ga	Google	analytics	usage stats	13 mo	3rd
2						
3						
4						
5						

Categories: **essential** / **functional** / **analytics** / **marketing**

2 Consent mechanism audit

Does your cookie banner actually meet the standard? Mark each Yes / Partial / No.

Requirement	Status	Notes / where
Non-essential trackers are blocked until the user consents	Y / P / N	
No pre-ticked boxes or pre-enabled non-essential categories	Y / P / N	
Reject all is as easy and prominent as Accept all	Y / P / N	
No nudging, confusing colours, or dark patterns steer users toward Accept all	Y / P / N	
Consent is granular by category (not all-or-nothing)	Y / P / N	
Users can withdraw consent as easily as they gave it	Y / P / N	
Consent is logged (choice, timestamp, region, CMP/banner version) as evidence	Y / P / N	
Consent is re-sought when purposes or trackers materially change	Y / P / N	

3 Electronic marketing compliance

Email, SMS and push. The default is consent; know your exceptions.

Requirement	Status	Notes
Marketing messages have consent, or a valid soft opt-in (existing customer, similar products, opt-out offered at collection)	Y / P / N	
Every message has a working, one-click unsubscribe	Y / P / N	
Sender is clearly identified; no disguised or misleading from name	Y / P / N	
Suppression list honoured across all tools and reasons for contact	Y / P / N	
B2B marketing rules checked for each target country and channel	Y / P / N	

4 Notice language & placement

Requirement	Status	Notes
A cookie notice/policy lists purposes, categories and durations in plain language	Y / P / N	
It's reachable before consent (linked from the banner)	Y / P / N	
It names third parties that set cookies and links their policies	Y / P / N	
It matches the actual inventory in Section 1 (no drift)	Y / P / N	

Top 3 fixes & owners

Need a practical compliance review?

This template gets you started. If you'd like an engineer who does compliance to pressure-test your answers - or turn them into working controls, documentation, and audit-ready evidence - book a free 30-minute discovery call.

[Book a free discovery call](#) or visit rdelune.dev

This template is provided by rdelune LLC for general informational purposes only and does not constitute legal, regulatory, or professional advice, nor create a consultant-client relationship. Regulatory obligations depend on your specific facts and jurisdiction. Validate your completed document against the applicable law (e.g. the EU GDPR, the ePrivacy Directive, and the EU AI Act) and, where appropriate, with a qualified professional. © 2026 rdelune LLC. You may use and adapt this template freely within your organisation; please retain this attribution.