![TMT Governance logo]

Data Governance
CHECKLIST

Managing all the data activity on your sites and apps is far more complicated than it seems. Yes, your Consent Management Platform (CMP) helps track what data YOU as the property owner are collecting, but what about third parties—like marketing partners, sales attribution platforms, data management tools, and more?

Before inquiring regulators come knocking at your door, you should have all these boxes checked.

☐ Can you list all the 3rd parties collecting private or sensitive data on your websites and apps?

☐ Do you know which 3rd parties are deploying cookies, pixels, and JavaScript on your properties?

☐ Follow-up: Do you know the purpose of those deployments and what data they are collecting?

☐ Do you prevent proprietary or sensitive data from being shared with social media (Meta, X, YouTube)?

☐ Do you ensure data from users who opted for "essential cookies" is not used for marketing and advertising purposes?

☐ Are your informed consent management systems functioning on all your pages?

☐ Do you know what 3rd parties your approved on-site/in-app partners are calling to your properties?

☐ Do you know how many tag managers are running on your pages?

☐ Can you list all the SDKs operating in your apps?

☐ Are you preventing unauthorized or prohibited 3rd parties from entering your properties?

If you can't check off all of these or are unsure about some answers, you should reach out to see how TMT Governance can fill in the gaps. We give our clients unprecedented insight into third-party activity on their websites and apps.

Visit TMTgovernance.com or email info@tmtgovernance.com to learn more.