

"Do Not Sell" Compliance Checklist

Use this printable, **step-by-step checklist** to make sure your business meets the CCPA Do Not Sell or Share requirements:

- ☐ Confirm the CCPA applies to your business
- ☐ Determine whether you sell or share personal information
- ☐ Disclose in your Privacy Policy if you don't sell or share personal information
- ☐ Create a Do Not Sell or Share page if you sell or share personal information
- ☐ Don't require an account or ID verification for opt-out requests
- ☐ Ensure the Do Not Sell or Share link is clearly labeled and conspicuous on your homepage and in your Privacy Policy.
- ☐ Train staff to process requests and honor them within the required timeframe
- ☐ Honor GPC and other opt-out preference signals
- ☐ Avoid dark patterns and make opting out as easy as opting in
- ☐ Keep your Privacy Policy current with required sale and sharing disclosures and the Notice of Right to Opt-Out or a link to it
- ☐ Display the required opt-out icon next to the link if you use an Alternative Opt-Out Link