

Digital capability checklist: Data collection and privacy

Our series of digital capability checklists are designed to help you identify where your business is on its digital journey and which areas would benefit from further attention.

How to use this checklist

- Tick each statement that genuinely reflects your current business capability.
- Be accurate – this tool is for your benefit, not for external assessment.
- As you complete the checklists in the series, the categories with fewer ticks are your highest priority areas for improvement.
- Use your results to guide which digital information resource to explore on the SBDC website first (smallbusiness.wa.gov.au/digital).

I understand how my own data is collected and used by websites and apps, and I can make informed choices about privacy, permissions, and terms of use.

I share information and learnings with my employees/business partners about digital security best practices.

I know what personal information (from our staff, customers and suppliers) our business collects, where it is stored, who has access to it and when it is deleted.

Any information my business collects is stored securely to prevent unauthorised access.

Business data is stored in an organised way with clear governance and staff responsibilities.

My business has clear procedures for handling personal customer information.

My business obtains consent from customers before collecting, using, or sharing their personal information.

I have a process for customers to access, update and/or delete the information my business has stored about them.

My business is transparent with customers about how any data we collect about them is used, including for marketing.

If my business suffers a data breach involving personal information, I have a plan in place to respond.

My website complies with cookie consent requirements and informs visitors about any tracking technologies in use.

I stay informed about changes to privacy laws and regulations that may affect our business

Next steps

- Visit smallbusiness.wa.gov.au/digital for more information on using digital tools in your business.
- As you read through our digital information, complete the self assessment checklists to help you identify areas for improvement.

Turn to us for business support

The Small Business Development Corporation (SBDC) provides free advice and support to small business owners across Western Australia. Call **133 140** or visit smallbusiness.wa.gov.au to find out more.