

Follow this checklist to prepare your business for a cookieless world and maintain a respectful data privacy policy on your website.

- ✓ **Evaluate current data collection and targeting practices**  
Assess your current [data collection practices](#) and identify areas that rely heavily on cookies. You should also evaluate your current targeting strategies and identify alternative methods that don't rely on cookies.
- ✓ **Explore alternative data collection methods**  
Explore alternative data collection methods such as device fingerprinting and consent-based tracking.
- ✓ **Update website privacy policies**  
Update your website privacy policies to reflect changes in data collection practices and inform visitors about the type of data being collected and how it will be used.
- ✓ **Consider first-party data**  
Prioritize collecting first-party data by incentivizing visitors to share their information in exchange for personalized content or other benefits. Hubspot is a great way to collect and store first party data.
- ✓ **Collaborate with industry partners**  
Collaborate with industry partners, including [ad agencies](#), publishers, and technology providers to develop new strategies for targeting audiences and measuring ad effectiveness.
- ✓ **Invest in technologies that enable alternative data collection**  
Invest in new technologies that enable alternative data collection methods, such as contextual advertising.
- ✓ **Test and optimize new strategies**  
Test and optimize new [targeting](#) strategies to ensure they are effective and deliver quality results.
- ✓ **Communicate changes to customers**  
Communicate changes to customers through email, [newsletters](#), social media, or other channels to inform them about the new data collection practices and how it will impact their experience.
- ✓ **Monitor regulatory changes**  
Monitor regulatory changes related to [data privacy](#) and make adjustments to your strategies as needed to ensure compliance.
- ✓ **Train staff on new practices**  
Train your staff on the new data collection practices and strategies to ensure they understand the changes and can effectively implement them.

**Are you struggling with the idea of navigating a post-cookie world?  
We are here to help! Schedule a call with us today.**

**Let's Get Started**