

Chapter 19: Compliance Is Not Legal's Problem Alone

Table Reference

Every table from this chapter, with what it's for and how to actually use it.

Global Regulation Overview

Regulation	Jurisdiction	Key Requirement for MarkOps	Opt-In Model	Right to Delete?
GDPR	EU / EEA	Lawful basis for processing; explicit consent for marketing; data subject rights	Explicit opt-in required	Yes – erasure request honored within 30 days
CCPA / CPRA	California (US)	Right to know, delete, opt-out of sale; privacy notice at collection	Opt-out model (consent not required to collect; required to sell/share)	Yes – deletion request within 45 days
CAN-SPAM	United States (Federal)	Unsubscribe mechanism in every email; physical address; no deceptive headers	Opt-out model – commercial email does not require prior consent	No explicit right; unsubscribe must be honored within 10 days
CASL	Canada	Express or implied consent required; identification info in every message	Explicit opt-in required; 2-year implied consent window for B2B	No statutory right, but opt-out must be honored within 10 days
LGPD	Brazil	Similar to GDPR; consent or legitimate interest as lawful basis	Explicit opt-in recommended	Yes – data subject rights apply
PDPA	Singapore /	Consent required;	Explicit opt-in	Yes – correction

Regulation	Jurisdiction	Key Requirement for MarkOps	Opt-In Model	Right to Delete?
	Thailand	purpose limitation; data breach notification	required	and deletion rights apply

Description: The core global privacy regulations (GDPR, CCPA/CPRA, CAN-SPAM, and others) with the specific requirement each places on MarkOps and whether it uses an opt-in or opt-out model.

How to use it: Use as a reference to determine which regulations actually apply to your contact database based on where your contacts live, not just where your company is headquartered.

Consent Management Architecture

Field Name	System	Values	Automation Logic
Email Opt-In Status	CRM / MAP	Opted In / Opted Out / Unknown	Opted Out suppresses all non-transactional email sends
Opt-In Date	CRM	Timestamp	Captured at point of consent; required for GDPR audit
Opt-In Source	CRM	Form name / Landing page / Manual	Attribution for consent capture
GDPR Consent	CRM	Yes / No	Separate from general opt-in; required for EU processing
CCPA Do Not Sell	CRM	Yes / No	Required for California contacts; suppress from data-sharing
Communication Preferences	MAP	Topics, frequency, channels	Synced from preference center in real time
Data Subject Request Status	CRM	None / Pending / Completed	Tracks open DSRs; required for audit trail

Description: The specific CRM/MAP fields needed to track consent, their possible values, and the automation logic that should act on them.

How to use it: Use as a build spec for configuring consent tracking and suppression logic in your own systems.

Data Hygiene as a Compliance Control

Category	Metric	Target
Completeness	Country populated (required for jurisdiction rules)	100%
Freshness	Consent status re-confirmed within policy window	Per regulation (see table above)
Freshness	Contact/employment status re-verified (Right to Delete readiness)	Annual, per this chapter's enrichment guidance above

Description: Frames specific data completeness and freshness metrics as compliance controls, not just hygiene nice-to-haves, with real targets.

How to use it: Use to make the business case that data quality work belongs in the compliance conversation, with concrete metrics leadership can hold the team to.

Email Compliance Checklist

Requirement	Applies To	Status Check
Physical mailing address in email footer	All commercial email (CAN-SPAM)	☐ Present
One-click unsubscribe link functional and tested	All marketing email	☐ Tested
No deceptive or misleading subject line	All commercial email	☐ Reviewed
Consent confirmed for all EU recipients before send	GDPR-regulated sends	☐ Segmented
CASL consent confirmed (express or valid implied) for Canadian recipients	CASL-regulated sends	☐ Segmented
Suppression list applied (unsubscribes, DNC, competitors, hard bounces)	All sends	☐ Applied
Spam score tested (SpamAssassin or MAP-native tool)	All sends	☐ Score < 5
Pre-header text set; mobile preview tested	All sends	☐ Tested
From name and reply-to address are accurate and monitored	All sends	☐ Confirmed
Consent timestamp and form source logged in CRM for all form fills feeding this send	GDPR-regulated lists	☐ Verified

Description: The specific technical and legal requirements every commercial email must meet, with a checkbox-style status check for each.

How to use it: Run through this before any email send goes live – treat it the same as the Campaign Launch Checklist from Chapter 13, not an occasional audit.

Compliance Audit Log

Date	Event / Action	Regulation	Completed By	Notes

Description: A blank template for logging every compliance-related event or action, tied to the specific regulation it addresses.

How to use it: Log every consent audit, deletion request, or policy update here as it happens, so you have a real, timestamped record if a regulator or auditor ever asks.
