



# Privacy isn't a passing trend, and missing the mark is costly

The unprecedented pace at which new legislation is emerging to address consumer privacy concerns makes approaching the subject quite daunting — but with billions in fines already issued, the **risk is growing** just as quickly.

Napkyn's **digital analytics experts** can review your website's measurement and data collection from a privacy standpoint, and give you **confidence** in your site's regulatory compliance and respect for customer privacy, or the steps you must take to achieve both.



We'll assess where your site stands today amid **current digital privacy best practices**.



We'll review any **current privacy issues** with your team, guiding towards solutions.



We'll consider your practices in the context of laws like **CPRA** and other state laws, **GDPR**, **HIPAA**, **PIPEDA**, **Quebec's Law 25** and others.



## New privacy rules are affecting businesses worldwide

- ✓ As of 2025, **€6.3 billion in fines** have been handed out under GDPR
- ✓ Over **360 CCPA-related actions** have been filed, and all CPRA amendments to it are now enforceable
- ✓ To date, **19 U.S. states** have enacted comprehensive privacy laws
- ✓ In 2023, Brazil issued its first fine under **LGPD** to a **small** telecommunications firm
- ✓ **144 countries worldwide** have enacted similar laws that are enforceable, with **82% of the global population** under some form of digital privacy protection



Napkyn's digital privacy assessment shows you where your organization currently stands when it comes to applicable privacy regulations. Through it, you'll get:

- ✓ An assessment of your website's status for the provisions of key privacy legislation, evaluating:
  - Its **privacy and consent management** features
  - Your **privacy policy**
  - Your **tag management** and technical analytics **implementation**
  - **Personal information/PII** in your data & reporting
- ✓ A session outlining our assessment results, covering:
  - All of the items reviewed in our assessment with their status
  - Additional details for any issues, outlining where requirements aren't met and why

**Projects Starting at \$10,000**

Start collecting customer consent and aligning with privacy regulations today!

Get in touch with Napkyn:  
[napkyn.com](http://napkyn.com) or [info@napkyn.com](mailto:info@napkyn.com)



Disclaimer: Napkyn's digital privacy assessment evaluates website features against known provisions of relevant privacy laws, but does not come with a guarantee of compliance with any one of them, and is not an appropriate substitute for legal advice. Compliance with relevant regulations should always be confirmed with legal counsel.

