

FREE SELF-ASSESSMENT

EU Compliance Readiness Check

15 questions to assess if your startup is ready
for the European market

PART 1

Does GDPR Apply to You?

5 Questions

PART 2

Where Do You Stand Today?

6 Questions

PART 3

Is This the Right Fit?

4 Questions

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How to Use This Assessment

This self-assessment helps you understand three things: whether GDPR and EU AI Act compliance is relevant for your startup, where your gaps are, and whether an EU-based compliance partner is the right fit. Answer each question honestly – there are no wrong answers, only a clearer picture of where you stand.

At the end, a simple scoring guide helps you interpret your results and decide on next steps. Keep in mind: strong data privacy practices aren't just a legal requirement in Europe – they're an international trust signal that helps you close deals everywhere.

PART 1

Does EU Compliance Apply to You?

Many US startups are surprised to learn that GDPR applies to them – even if they have no office or server in Europe. Let's find out if it applies to you, and whether the EU market is a real opportunity.

1. Does your product process personal data of EU residents in any way? Yes No

Names, email addresses, IP addresses, cookies, usage analytics – if any of these touch EU users, GDPR applies to you. This is the threshold question.

2. Do you already have inbound interest from EU-based companies? Yes No

Think emails, demo requests, LinkedIn messages, or website traffic from European prospects.

3. Are competitors mentioning “GDPR-compliant” or “EU data hosting” in their pitch? Yes No

If yes, you're already losing deals on compliance – even if you don't realize it.

4. Would adding “GDPR-compliant” to your sales materials help close deals – even with US customers? Yes No

Data privacy is becoming a global trust signal. SOC 2, ISO 27001, GDPR – buyers everywhere increasingly expect these.

5. Do you believe strong data privacy practices are a competitive advantage, not just a legal checkbox? Yes No

This mindset question matters. Founders who see compliance as an investment rather than a cost get better results – and their customers notice.

Your Score: ____ / 5 Yes answers

4–5 Yes = GDPR applies and the EU is a real opportunity. Start your compliance journey now.

2–3 Yes = EU is on the horizon. Good time to understand your obligations.

0–1 Yes = EU may not be the priority right now – but keep this checklist handy.

PART 2

Where Do You Stand Today?

These questions map directly to what EU enterprise customers and their legal teams will ask during procurement. Every “No” is a gap that could delay or block a deal.

6. Do you have a Data Processing Agreement (DPA) ready for EU customers? Yes No

The DPA is the very first document an EU company's legal team will request. No DPA = no deal. It's non-negotiable.

7. Are your EU–US data transfers covered by the Data Privacy Framework (DPF) or Standard Contractual Clauses (SCCs)? Yes No

One of these two mechanisms is legally required for any personal data leaving the EU to the US.

8. Do you have a privacy policy that meets EU requirements? Yes No

EU-compliant means: legal basis for processing, data subject rights, DPO contact, transfer disclosures.

9. Do you maintain Records of Processing Activities (ROPA)? Yes No

Required by GDPR Art. 30. Both regulators and enterprise customers expect this documentation.

10. If your product uses AI: do you know your risk classification under the EU AI Act? Yes No

Since August 2025, transparency obligations apply to many AI systems sold in the EU. Limited Risk systems need specific disclosures.

11. Does your team treat user data with the same care as your product code – with clear policies, access controls, and incident procedures? Yes No

This is a culture question. EU customers look beyond documents – they want to see that privacy is embedded in how you build and operate.

Your Score: ____ / 6 Yes answers

5–6 Yes = You're in good shape. A quick review may be all you need.

3–4 Yes = Some gaps to close, but a very manageable project (typically 2–4 weeks).

0–2 Yes = Significant work needed – but that's exactly what this process is for. Most startups get fully compliant in 4–8 weeks.

PART 3

Is This the Right Fit?

Not every consultant is the right match. These questions help you decide whether an EU-based compliance partner makes sense for your situation.

12. Would you benefit from working with someone who advises EU companies – and knows exactly what they expect from US vendors? Yes [] No []

Understanding the buyer's perspective can be the difference between a stalled deal and a signed contract.

13. Is speed important – do you need to be EU-ready in weeks, not months? Yes [] No []

A focused engagement typically delivers full compliance documentation in 2–8 weeks, depending on your starting point.

14. Do you want documentation that's ready for enterprise due diligence, not just generic templates? Yes [] No []

EU legal teams spot template-based compliance immediately. Custom documentation builds trust.

15. Would you value a compliance partner who understands both GDPR and the EU AI Act – so you don't need two separate consultants? Yes [] No []

If your product uses AI, having one person who covers data protection and AI regulation saves time, money, and coordination overhead.

Your Score: ____ / 4 Yes answers

3–4 Yes = An EU-based compliance partner is likely a strong fit for your situation.

1–2 Yes = Worth exploring – a free strategy call would clarify the fit.

0 Yes = You may be better served by a US-based solution for now.

Your Overall Results

Section	Your Score	What It Means
Part 1: EU Applicability	___ / 5	Does GDPR apply? Is there opportunity?
Part 2: Compliance Gaps	___ / 6	How much work is needed?
Part 3: Partner Fit	___ / 4	Is an EU-based partner right for you?
Total	___ / 15	

What's Next?

Part 1 score 3+? GDPR applies to you, and there's a real EU opportunity. The question isn't *whether* to get compliant, but *when*.

Part 2 score below 4? You have gaps that EU customers will notice. Most startups get fully compliant in 2–8 weeks, depending on their starting point.

Part 3 score 3+? An EU-based partner who understands both sides of the equation could save you significant time and help close deals faster.

Regardless of your score: strong data privacy is becoming a global competitive advantage – from Berlin to Boston.

Book a Free Strategy Call

30 min. No sales pitch. Just practical advice on your EU compliance roadmap.

cal.com/tumaki/30-minutes-call | cw@tumaki.de