

MARKETING, GDPR & PECR DEMYSTIFIED

GET DATA PROTECTION RIGHT

WHAT

Despite all the fuss over GDPR and massive fines, the biggest area of complaints and enforcement in information rights is direct marketing, with penalties and other enforcement actions coming thick and fast. With nonsense sprayed across the land about consent and legitimate interests, it's hard to know where to turn. This course will set you straight.

WHERE AND WHEN

London: 23/5/2018

10am – 4pm

WHO:

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Cost

£250 + VAT

including materials,
lunch + refreshments

2040
training

BASICS

- What is marketing?
- What isn't marketing?
- Definition of consent
- Differences between GDPR and PECR

CONSENT

- Text / email
- Live & automated calls
- TPS
- Soft opt-in

B2B

- What is covered and what isn't?

OBJECTION

- DP rights of objection
- Erasure vs suppression

DIRECT MARKETING

Complaints to the Information Commissioner's Office about direct marketing – especially electronic marketing – massively outweigh other issues. Nevertheless, there are simple, straightforward rules to follow, and far fewer matters of interpretation in the marketing arena than other areas. Whatever message you want to communicate, you need to know when consent is required and when it isn't, how to obtain data legitimately, and what pitfalls lie in your approach to transparency and data quality. You need to work out a compelling and appealing message for your customers or donors – this course tells you what you need to know when sending it, or gathering the data to send it.

WHY PICK THIS COURSE?

This course lays out, in jargon-free terms, current rules on marketing, fundraising and other promotional activities. You'll get clear advice on consent, legitimate interests, data gathering and retention, as well as profiling and research, so when you contact individuals for marketing purposes, you can avoid the traps that other people have fallen into. When does the soft opt-in work and who can use it? Why did Honda get fined when asking for consent? Does the Information Commissioner really say that wealth screening for fundraising is banned? What does the future hold for ePrivacy and Cookies? All these questions and more will be answered.

FIVE THINGS THAT YOU'LL GET ON THIS COURSE:

- 1) Knowledgeable trainer with 17 years' experience
- 2) Practical examples of what to do, and what not to do
- 3) Analysis of regulators' guidance: what is law and what is good practice?
- 4) Space to ask questions about your specific concerns
- 5) Query service after the course at no extra cost

As well as all materials, refreshments and a good lunch

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