

# MARKETING, GDPR & PECR DEMYSTIFIED

GET DATA PROTECTION RIGHT

## WHAT IS THIS COURSE?

Despite all the fuss over GDPR and massive fines, the biggest area of complaints and enforcement 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.

Practical advice, straight answers to your questions, and lots of case studies setting out what other people did right – and what they got wrong. This isn't a dry course full of section and article numbers – as one delegate put it: "easy pace, great knowledge, thought provoking, covered everything I wanted"

## DELIVERED BY:

Tim Turner – former DPO,  
ICO experience, DP  
trainer since 2005,

### Cost

£275 +VAT  
including materials,  
refreshments + lunch

## BOOK HERE:

[www.2040training.co.uk/gdprcourses](http://www.2040training.co.uk/gdprcourses)

Email: [tim@2040training.co.uk](mailto:tim@2040training.co.uk)

Phone: 07508341090

# 2040 training

## BASICS

- \* What counts as marketing?
- \* Definition of consent
- \* Differences between GDPR and PECR

## CONSENT

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

## B2B

- \* What are the rules and why are they different?

## OBJECTION

- \* Erasure vs suppression

## AVOID THE RISKS

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. What is the soft opt-in? Why did Honda get fined when asking for consent? Does the Information Commissioner really say that wealth screening for fundraising is banned? What difference will the ePrivacy Regulation make? All these questions and more will be answered.

## 5 REASONS TO CHOOSE THIS COURSE:

- 1) Knowledgeable trainer with 17 years' experience
- 2) Practical examples of what to do, and what not to do
- 3) Analysis of 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

## FEEDBACK FROM PREVIOUS DELEGATES ON THIS COURSE:

"it was brilliant"

"clear methodical approach"

"really clear answers to questions"

