



UK GDPR + PECR and Marketing (2.5 hours long)

Learning outcomes

At the end of the session, you will be able to:

- identify activities your organisation carries out that would be classed as direct marketing
- understand the specific requirements UK GDPR places on direct marketing campaigns including gathering and buying data, and profiling potential customers and prospects
- recognise the implications and limitations PECR places on different methods of contact
- Design systems for people to exercise their GDPR rights

Course content

- **What is personal data:** what type of information is covered by GDPR and what is not (including anonymisation)
- **What is the definition of direct marketing?**
 - including ICO guidance on public sector promotion
- **What is the UK GDPR and why is PECR different from it?**
- **GDPR main features relevant to marketing and fundraising**
 - Justifying the use of personal data
 - Consent and legitimate interest in principle
 - Changing your lawful basis (lessons of Experian case)
- **PECR specifics on justifying your marketing, including an update on recent ICO enforcement**
 - Automated calls
 - Email and text marketing
 - Phone marketing
 - Preference services
 - The soft-opt in and how it applies
 - “Business to business” marketing

Other GDPR issues

- Transparency when obtaining data for marketing purposes (including the Emma's Diary case)
- Data obtained from third parties
- Data scraping and data in the public domain
- Suppression lists

If time allows, there will be a short discussion of cookies, but I have a free course on cookies available on my website covering the GDPR and PECR implications of cookies.