

GDPR For Digital Marketers Training Course

Learn the fundamentals of GDPR compliance within digital marketing

Course Dates

Please note: This course is currently only available [in-house](#)

Any organisation engaging in digital marketing, be it email marketing, paid search, or social media advertising, should be aware of the need to comply with data protection laws. The legal consequences of non-compliance would be unwelcome, and the practical consequences for a brand or its suppliers, may be a disaster.

Many businesses in all sectors are still trying to understand the challenges associated with on-going GDPR and ePrivacy rules and compliance, especially post-Brexit.

Led by legal specialist, Sherree Westell, this GDPR training course aims to provide clarity of the new laws, the issues that may be challenging your organisation as it engages in digital marketing, and the steps to take in order to gain compliance and reduce risks.

Course Programme

Setting The Scene

- Reviewing the current digital marketing sector and anticipated future developments
- Understanding common terms and terminology within the sector and GDPR legislation such as: Data Subjects, Data Controllers, Privacy Impact Assessments, Privacy by Design, Right to be Forgotten
- Non-compliance risks

Background To GDPR & Digital Marketing

- A brief summary of the current legislation and the new law
- Background to the development and publication of the GDPR
- An outline of the basics of compliance
- GDPR compliance challenges within the digital marketing sector

Brexit & GDPR

- Implications of the December 2020 treaty and Brexit
- What every organisation needs to consider now

Working From Home Due To COVID

- Addressing data protection & security risks when staff are working remotely
- Bring Your Own Device (BYOD) issues and compliance

Consent & Opt In/Opt Out

- Rules applicable to digital engagement via websites and social media channels
- Opt in and opt out legislation with email marketing and direct marketing
- Rules around multi-channel engagement and re-use of data
- An outline of steps to ensure your practices are compliant

Legitimate Interests

- What are legitimate interests?
- Overview of how this can help in practice, with digital direct marketing and social media marketing
- How to implement a legitimate interest basis for processing

Profiling

- What does profiling constitute?
- How does profiling relate to digital marketing?
- Ensuring profiling can be undertaken compliantly

Data Processing For Others

- How to ensure that processing data on behalf of others does not increase your organisation's risks

Myths – And Tips And Traps

- Summary of myths
- A reminder of key risks and how to deal with them
- Big Data, IOT, AI and the future

Benefits

Following this GDPR training course, you will better understand:

- ✓ The language and common terms relating to GDPR
- ✓ Non-compliance risks and how to avoid them
- ✓ The impact of Brexit and remote working due to COVID on GDPR and compliance
- ✓ How GDPR will impact digital marketing activity such as email marketing, paid search and social advertising
- ✓ Overcoming GDPR challenges in digital marketing

All attendees receive an attendance certificate and digital copies of course material

Audience

The GDPR For Digital Marketers course is relevant to anyone working in digital teams with responsibility for data handling and processing, digital marketing or multi-channel marketing. No previous experience of data legislation, or GDPR is required.

The course content is relevant to any organisation marketing or doing business in the EU, or monitoring activities of people in the EU. The content is also relevant on a worldwide basis to such organisations.

What people say

What could have been a pretty dry subject was delivered in a very well structured and conversational manner. I found it very interesting and took a lot from the day.

John Upton, Brand Manager
Solid Solutions Group



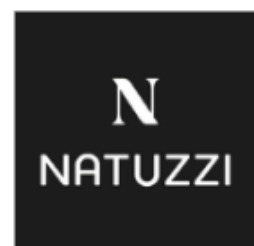
A very accessible course on a very difficult subject. Content was at the right level and relevant, delivery excellent. Recommend to any digital marketers struggling with this topic.

Tim Yeates, Head of Digital Marketing
Temenos



I would strongly recommend the GDPR course for digital marketers. A vital tool to help you navigate through the new regulations and how they apply to your business

David Salt, Operations Manager
Natuzzi Italia



If you are looking for a training course delivered to a high standard then I would definitely recommend them.

Laura Briscoe, Engagement Specialist
HEE/NHS Leadership Academy



The course trainer was great to listen to and imparted their expert knowledge very clearly, encouraging discourse within the group

Chris Hill, ERP Implementation Manager
Whitford

