



Corinium
Training

Privacy Essentials for Marketers Training Course

Learn how to ensure your marketing strategy takes appropriate account of marketing and data protection laws and rules with this one-day data privacy and GDPR training for marketing course.

Training course outline

This one-day data privacy and GDPR for marketers training course covers the following key areas:

The main laws and codes of conduct for marketers.

The privacy considerations when building and maintaining websites, applications and digital marketing campaigns (including the GDPR (General Data Protection Regulation), the DPA (Data Protection Act) 2018, the CCPA (California Consumer Privacy Act), the EU ePrivacy Directive and PECR (Privacy and Electronic Communications Regulations), and COPPA (Children's Online Privacy Protection Rule).

These laws' impact on marketing and your use of marketing tools, including analytics, referral programmes and list-building activities.

How to conduct effective market research/customer surveys, and use social media and email marketing while maintaining GDPR compliance.

Ensuring your digital marketing communications are GDPR compliant, including data retention schedules and what to do about legacy contacts.

Details on privacy notices and processing personal data.

Your role in preventing and recognising breaches and incidents.

What does this training course cover?

Relevant laws and codes of conduct (including the General Data Protection Regulation (GDPR) and DPA 2018, the CCPA, the ePrivacy Directive and PECR, and COPPA), and how they affect marketers.

How these laws affect your use of marketing tools, including analytics, referral programmes and building marketing lists.

The privacy considerations when building and maintaining websites, applications and digital marketing campaigns.

How to conduct effective and GDPR-compliant market research/customer surveys.

How to use social media and email marketing channels effectively while staying compliant.

Details on privacy notices.

How to identify the most appropriate lawful basis for processing personal data, including collecting consent and establishing a legitimate interest.

The information that should be included in a DPIA (data protection impact assessment) for an advertising technology programme.

The main privacy considerations when setting up and maintaining a preference management system.

Your role in preventing and recognising breaches and incidents.

The communication you need to provide to customers after a privacy breach.

[Certified Privacy Essentials for Marketers exam exam](#)

Candidates take the ISO 17024-certificated C PEM exam set by IBITGQ

(International Board for IT Governance Qualifications). There is no extra charge for this exam