

Data Protection Training

This course is a perfect solution for organisations looking to empower their team with data protection and privacy legislation knowledge that will help them avoid the legal obstacles of modern marketing.

This certified course runs over 7 hours and contains a rigorous end of course exam. This exam helps data controllers to comply with their GDPR accountability obligations.

COURSE OVERVIEW

This Level Two certified course is designed to create a strong foundation of both data protection and privacy legislation for individuals working in marketing roles.

The information provided in this course will help your employees avoid unnecessary hiccups when taking part in a range of marketing tasks, such as through email lists, on social media, or even through calling potential prospects directly.

FORMAT AND CERTIFICATION

This course will run over 7 hours, either online through two separate sessions, or in-person delivered over a single day.

Learners will learn in a variety of ways, and will be provided with all of the necessary materials in order to complete the course, from a bespoke course book to a revision guide that serves a dual purpose as a notebook.

AUDIENCE

This course is suitable for all staff within your organisation who are responsible for (or are involved in) marketing communications.

If your organisation is considering making an in-house employee your data protection officer (DPO), that employee should consider taking our Level Three course, which provides all of the necessary training for taking on this key role.

COURSE CONTENT

This course is split into different areas, that focus on both data protection and privacy legislation. Whilst the rules governing data protection do not directly impact the role of a marketing professional, the two areas of legislation are intrinsically linked.

Data protection learning:

- Introduction to the legislation
- The key elements of data protection
- Lawful bases for processing data
- The rights of data subjects
- General governance
- Recognising data breaches

Privacy and marketing rules:

- Introduction to the regulations
- Gathering consent
- Email and SMS marketing
- The rules of social media marketing
- Telephone and fax marketing
- Marketing lists and directories

COURSE CONTENT

- Updated cookie guidance
- Using user data
- Rights of Data Subjects

HOW TO BOOK

Book online by visiting our website at www.griffinhouseconsultancy.co.uk/training/level-2-marketing-and-the-law-foundation-course-in-data-protection/ or just give us a call on 01673 885533 and we will reserve your place.

