



e-learning

Data protection in marketing

You use your marketing measures to showcase your company to the public, so for this reason, you should place special emphasis on the topic of data protection here too. Addressing customers in a way that is appropriate to their target group requires the company to have collected and evaluated their data. However, this is only possible in compliance with the GDPR. Therefore all online-based marketing tools should be reviewed regularly or checked against state-of-the-art data protection requirements before use.

Booking Number: **34214**

Group of participants:
All employees with marketing and/or PR activities can be trained on the subject of data protection in marketing and thus help to avoid serious consequences of non-compliance.

Duration: **approx. 1 hour**

Language:  

Unit price:

€ 49,- zzgl. MwSt. | € 58,31 inkl. MwSt.

Package prices from 50 licenses on request

Learning objectives

- ✓ What you need to consider with regard to newsletters
- ✓ Why cookie banners are useful
- ✓ What you need to pay attention to in connection with tracking and targeting
- ✓ How you should deal with social media plugins
- ✓ What is important for your website in connection with data protection
- ✓ How you can design data-protection-compliant webinars

Contents

- Cookies, and cookie banners
- Targeting and tracking
- Social media and social plugins
- Company websites
- Webinars and information events



Information on the web

www.haufe-akademie.de/34214



Let us advise you

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