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Brief overview of content:

- 1 **Foreword & indexes**
- 2 **Changes to data protection legislation**
 - Compulsory email opt-ins, & telephone & mail opt-outs
 - Justifiable use of data
 - Mandatory staff training & record keeping
 - Inclusion of manual data
 - Fair processing contract & code
 - Extension of consent to 1st party promos
 - Restriction on International export of data
 - Customers' right to object to marketing approaches
 - Future changes – inc compulsory TPS screening for B2B...
- 3 **Overview of legislation for direct marketers**
 - Main legislation – inc the Electronic Communications (EC Directive) Regulations 2003, the Telecoms Regulations 2000, and EC Directives 2002/58/EC, 1995/46/EC & 1997/66/EC
 - Definitions & Penalties
 - Governing principles
 - Differences between promoting to businesses & consumers...
- 4 **Collecting data**
 - Opt-ins & opt-outs
 - Best practice
 - Using third-party data
 - Sample data collection & customer record forms
 - Sample wording of opt-in & opt-out clauses...
- 5 **Managing data**
 - Storage
 - Security
 - Use of suppression files (inc FPS, TPS & MPS)
 - Rights of data subjects
 - Customer records
 - Exporting personal data
 - Dealing with legacy data
 - Data protection auditing
 - Sample customer record form with required information...
- 6 **Email promotions**
 - Specific regulations
 - Fair collection of addresses
 - Use of emails
 - Collecting data via websites
 - Sample email wordings...
- 7 **Telesales**
 - Planning & record keeping
 - Training of telesales & call centre staff
 - Sample telesales scripts...
- 8 **Privacy policies**
 - Preparing a privacy policy
 - Sample privacy policies...
- 9 **Case studies**
 - Data collection decision tree
 - Specific promotions illustrating the principles of data protection...

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New Data Protection Liabilities & Risks for Direct Marketers

Practical aids to legal & successful permission marketing

Product No. 1020, looseleaf handbook, 240pp at a price of ~~£156.50~~ **£125.28 inc p&p.**

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