

# New Data Protection Liabilities & Risks for Direct Marketers

Practical aids to legal & successful permission marketing



## ORDER FORM – FAX TO: +44 (0)20 8941 8389

Or post to: Forum Business Media Ltd, Unit F3, Kingsway Business Park, Oldfield Road, Hampton, Middlesex TW12 2HD, UK. Tel: +44 (0)20 8941 8589

<p><input type="checkbox"/> Yes, I want to order <b><i>New Data Protection Liabilities &amp; Risks for Direct Marketers - Practical aids to legal &amp; successful permission marketing</i></b></p> <table border="0"> <tr> <td><b>Price</b></td> <td></td> <td><b>P&amp;P</b></td> <td></td> <td><b>VAT</b></td> <td></td> <td><b>TOTAL</b></td> </tr> <tr> <td>£175</td> <td>+</td> <td>£9.50</td> <td>+</td> <td>£0</td> <td>=</td> <td>£184.50</td> </tr> </table> <p>Product No. 1020/1/08, loose-leaf handbook</p> <p><b>PAYMENT</b></p> <p><input type="checkbox"/> <b>Payment enclosed</b> (cheque payable to Forum Business Media Ltd.)</p> <p><input type="checkbox"/> <b>Please charge my:</b></p> <p>Maestro/Visa/MasterCard (delete as applicable)          Cardholder name: _____          Card number (18 digits for Maestro):          ____/____/____/____/____          Security number (3 digits on back of card): _____          Issue number (Maestro only): _____          Start date: _____          Expiry date: _____          Cardholder's signature: _____          Date: _____</p>	<b>Price</b>		<b>P&amp;P</b>		<b>VAT</b>		<b>TOTAL</b>	£175	+	£9.50	+	£0	=	£184.50	<p>To ensure we process your order, please quote <b>Ref. 1/08</b></p> <p><b>DELIVERY ADDRESS</b></p> <p>Name: _____</p> <p>Job Title: _____</p> <p>Organisation Name: _____</p> <p>Telephone: _____</p> <p>Fax: _____</p> <p>Address: _____</p> <p>Postcode: _____</p> <p>Email: _____</p> <p>Industry Type _____</p> <p>No. of employees: <input type="checkbox"/> 1-19    <input type="checkbox"/> 20-49    <input type="checkbox"/> 50-99  <input type="checkbox"/> 100-199    <input type="checkbox"/> 200-499    <input type="checkbox"/> 500-999    <input type="checkbox"/> 1000+</p> <p>Payments will <u>only</u> be processed on despatch of goods. Allow 28 days for delivery</p> <p>Updates are issued when there are modifications to legal aspects or content, as well as for functional improvements. Their price is additional and reflects the content. There is no obligation to purchase. Please let us know if you do not want to receive the updates. Single site licence included in price.</p>
<b>Price</b>		<b>P&amp;P</b>		<b>VAT</b>		<b>TOTAL</b>									
£175	+	£9.50	+	£0	=	£184.50									

## CONTENTS OVERVIEW

### Data Protection legislation and its application

- Changes to data protection legislation
- Overview of data protection legislation for direct marketers
- Collecting data fairly – non-sensitive data
- Collecting data fairly – third-party & sensitive data
- Managing, disclosing and transferring data
- The rights of Data Subjects

### Promotions by medium

- Email/SMS promotions
- Telemarketing
- Fax marketing

### Putting Data Protection into practice

- Privacy policies
- Staff training
- Relevant case law
- Self-regulation in direct marketing
- Notification
- International data protection laws

### Putting Data Protection into practice (contd.)

- The impact of the Freedom of Information Act on data protection practice
- Charities and Data Protection
- Data Protection Issues in Financial Services Marketing
- How Data Protection affects the outsourcing of marketing services
- Web Marketing
- The role of Data Protection Compliance Officer
- Compliant business-to-business marketing

### Other material

- Data Protection Regimes - Key information for France, Germany, Italy, The Netherlands and Spain
- Bulletin Board summaries of legislative developments and industry news
- Templates of contracts, warranties and clauses e.g. Transfer of personal data
- Glossary of terms

The data you provide will be used for administrative purposes, and from time to time we would like to contact you with details of our products and services which may be of interest to you. If you prefer not to receive these messages please tick the relevant box:

By post     By telephone     By fax     By email