



## Course Benefits:

- Better customer engagement through marketing communications
- Avoid costly post-event consent management by asking for consent 'up front' when needed
- Understand when consent is not required

## Aims of Course:

- Understand which marketing activities require consent
- Ensure consent is lawful and valid
- Reduce operational costs for consent management

## Who should Attend?

- All employees handling personal data

## Course Duration:

- 30 – 45 minutes plus 15 minutes for assessment
- A certificate will be issued upon successful assessment

## Price:

- £25.00 + VAT per person
- 10% discount for 5 – 10 users. 25% discount for over 10 users

# Consent A 'How to Guide'

## An easy to follow interactive course

### Topics covered:

- Understand your role – Controller / Processor
- Understand your data
- Lawful basis for processing data
  - Personal data
  - Sensitive data
  - Child data
- Deciding whether you need consent
- Ensuring your consent is lawful
- Buying data from other sources
  - your responsibility for consent
- When and how to obtain consent

Onsite courses are available on request