

Data protection in marketing



The topic of data protection is particularly important in the field of marketing.

Our innovative e-learning course enables you to make your marketing department effectively and interactively qualified for the everyday data protection challenges they face in marketing.



[Start demo](#)

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 45 minutes

 Mobile-friendly

 3+ languages

 Certificate

Content of the e-learning course

1. What are the basic principles of the GDPR?
2. Which data may I process?
3. When may I process data?
4. How may I use data for marketing purposes?

Format

- Online
- SCORM
- AICC
- TinCAN/xAPI

Usage

- lawpilots online platform
- Internal LMS



Employee training that sets new standards

Innovative learning methodology

High motivation through engaging storytelling, a diverse design world, adaptive and playful learning, and accessibility.

Exceptional expertise

Our employee training courses are multi-award winning, developed with legal experts and educational psychologists, always up-to-date and forward-looking.