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*impact of the
ICO's draft
Direct Marketing
Code - Session 1
Ico Direct*

Marketing

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Marketing Plan

2019 | How To

Make Your ICO

Successful With

A Marketing

Strategy ~~Casino~~

~~Marketing~~

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~~Strategies and
Branding with
Julia Carcamo
Interview ICO~~

Draft Direct

Marketing Code

implications The

~~Complete Guide~~

~~to SEO (Full~~

~~Webinar)~~

branding 101,

understanding

branding basics

and fundamentals

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~~How I Use A
Simple Network
Marketing Funnel
To Enroll New
Customers \u0026
Teammates In My
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10 HIGH PAYING

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Jobs! (Upwork)

How to Self

Publish Your

First Book: Step

by step tutorial

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this eCommerce

email strategy

to get more

sales in 2020

MLM Recruiting -

What to Say to

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MLM Leads From
Craigslist

Email Marketing

- Top 10 GDPR

Questions

BEST Follow Up

System for

Direct Sales

GDPR explained:

How the new data

protection act

could change

your life Simple

Direct Sales

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Customer Follow
Up System GDPR
Compliance 2020

Summary - 10

Steps in 10

Minutes to Avoid
Fines

2019 TRELLO:

Direct Sales

Follow Up System
(Steal My
Board!)

How to Grow your
Direct Sales

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Business - Day 4

GDPR Consent,
legitimate

interest and
customer

communication

~~Direct Marketing~~

~~Campaigns~~ Author

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INTENSITY:

Comprehensive

Marketing Plan!

Inspector

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Spectora *GDPR:*
Third-party data
and privacy
notices

GuerrillaBuzz

ICO/STO

Marketing,

Cryptocurrency

\u0026

Blockchain PR

company **Data**

protection for

small and medium-

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enterprises GDPR

Compliance:

“Explain Like

I’m Five” with

Data Privacy

Expert

Direct Marketing

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20190109 Version

2.4. Data

protection |

Privacy and

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Electronic.

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marketing.

checklist.

Obtaining
consent for
marketing. We
use opt-in boxes

We specify
methods of
communication
(eg by email,
text, phone,
recorded call,

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post) We ask for consent to pass details to third parties for marketing and name those third parties We record when and how we got consent, and exactly what it covers.

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Marketing
checklist - ICO
Outside of this
code the ICO has
produced
practical tools
and resources,
including
checklists, to
help you work
through your
compliance with
the direct
marketing rules.

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The code is designed to reflect all of the different stages that might be involved in end-to-end marketing activities.

Direct marketing
code of practice

- Home | ICO

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ICO: Direct marketing checklist. The checklist was published alongside a guide on direct marketing and an at-a-glance guide to the different rules which relate to automated marketing calls,

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Marketing
texts, e-mails,
faxes

Checklist Ico
(electronic
communications)

and mail. It
explains the
rules on direct
marketing under
the Data

Protection Act
1998 and the
Privacy and
Electronic
Communications

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Direct

(EC Directive)
Regulations 2003
(SI 2003/2426)
(as amended)
(PECR).

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Practical Law
ICO Launches
GDPR Checklist
for Direct

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Marketing Posted

11th July 2017

27th April 2020

Vakis Paraskeva

Direct marketing

is one of the

areas GDPR is

looking to exert

some control

over, so it's

good to see this

checklist coming

out.

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ICO GDPR

Checklist for

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So the answer is

yes, providing

you can cover

all the

requirements in

the appropriate

sections of the

Direct Marketing

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states the most

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important thing to remember is that you can only carry out unsolicited electronic marketing if the person you're targeting has given you their permission.

However, there is an exception to this rule.

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GDPR 2018:

Marketing to a
prospective
client | SOZO
Web ...

On 8th January
2020, the UK
Information
Commissioner's
Office ('ICO')
began consulting
on a new draft

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Marketing
Code of Practice
('the Code').

The draft Code
is both clear
and practical in
its approach,
clarifying
direct marketing
rules for a
General Data
Protection
Regulation
('GDPR') world,

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Marketing
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and introducing
guidance on new
technology such
as custom
audiences and
'lookalike'
audiences.

Dentons - The
ICO's new Direct
Marketing Code
Our view on this
case is that the

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ICO's direct marketing guidance is clear on what constitutes a marketing message. In this case, the messages appear to have been - at least in part - designed to promote a new service from EE

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and to encourage customers to try it. According to the ICO's guidance, this is clearly marketing.

Marketing vs
Service

Messaging | DMA
While this
checklist is as

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up-to-date as possible, guidance may change ...

Direct marketing is recognised as a legitimate interest in GDPR recital 47. For example, an individual may have bought a product from a business ...

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This may be a requirement in the ICO's consent guidance so think about how you would manage it.

GDPR Checklist -
Data & Marketing
Association
ICO: Direct
marketing

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checklist. The checklist was published alongside a guide on direct marketing and an at-a-glance guide to the different rules which relate to automated marketing calls, texts, e-mails, faxes

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(electronic communications) and mail. It explains the rules on direct marketing under the Data Protection Act 1998 and the Privacy and Electronic Communications (EC Directive) Regulations 2003

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(SI 2003/2426)

(as amended)

(PECR).

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Practical Law
Direct marketing
is defined in
Data Protection
Act 2018 as: “
the

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Marketing

Communication
(by whatever
means) of

advertising or
marketing

material which
is directed to
particular

individuals " .

This covers all
advertising or
promotional

material ,

including any

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that promotes
the aims or
ideals of not-
for-profit
organisations -
[https://ico.org.
uk/for-organisat
ions/guide-to-](https://ico.org.uk/for-organisations/guide-to-)

Data Protection,
Direct Marketing
and PECR

(Privacy and ...

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Guide to PECR
Your business
identifies
itself when
making automated

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Marketing calls
and makes them
only in
accordance with
the express
wishes of both
corporate and
individual

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? The ICO will consider using its enforcement powers, including the power to issue a fine of up to £500,000, where an organisation persistently ignores individuals' objections to marketing or

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Marketing fails
to comply with
the law. ? Our
direct marketing
checklist can
help
organisations to
comply.

Direct marketing
- Global Privacy
& Cybersecurity
The direct

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Marketing
checklist from
the ICO is
useful and
covers all your
communication
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mately-using-legitimate-interests-new-guidance;

<https://www.brighttalk.com/webcast/9773/202803>

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explain how to spot a fake review to avoid disappointment. Our expert lab tests find the smart speakers with easy-to-use voice commands and superb sound quality. Smart home products can help to streamline your

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