Training Course on Data Protection in Marketing and Advertising

Professional Development Training Course Outline

Category	Data Security	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s hyper-connected digital economy, data protection in marketing and advertising has become more critical than ever. With increasing consumer awareness, stricter data privacy regulations like GDPR, CCPA, and evolving tech landscapes, brands must adopt secure, ethical, and legally compliant marketing practices. Training Course on Data Protection in Marketing and Advertising is designed to empower professionals with cutting-edge knowledge, practical tools, and strategic insights to implement privacy-first marketing while maintaining effectiveness and compliance.

Whether you're a digital marketer, advertiser, content strategist, or compliance officer, understanding the intersection of marketing and data privacy is essential. This course blends the latest in data security, legal frameworks, digital compliance, AI, consumer consent, and ad tech transparency to create a future-proof skill set in data-driven industries.

Programme Curriculum

Training Course on Data Protection in Marketing and Advertising

Introduction

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Course Objectives

1. Understand GDPR, CCPA, and global data privacy regulations in marketing.
2. Master first-party data strategies for ethical data collection.
3. Analyze data protection risks in programmatic advertising.
4. Explore AI and machine learning implications in ad targeting.
5. Apply consent management systems (CMPs) effectively.
6. Implement privacy-first email marketing practices.
7. Use data anonymization and pseudonymization in campaigns.
8. Understand data breaches and incident response in advertising.
9. Audit data-sharing practices with third-party vendors.
10. Integrate privacy-enhancing technologies (PETs) in marketing stack.
11. Navigate cross-border data transfers and compliance.
12. Evaluate ethical advertising standards and consumer rights.
13. Design compliant customer journeys with personalized marketing.

Target Audience

1. Digital Marketing Managers
2. Advertising Professionals
3. Data Privacy Officers
4. Compliance Specialists
5. CRM and Email Marketing Executives
6. Legal & Regulatory Consultants
7. Product Marketing Teams
8. Data Analysts in Marketing

Course Duration: 5 days

Course Modules

Module 1: Introduction to Data Privacy in Digital Marketing

- History and evolution of data privacy laws
- Impact of GDPR and CCPA on marketing practices
- Key definitions: personal data, data controller, consent
- Importance of transparency in consumer data use
- Overview of the digital marketing ecosystem
- **Case Study: Facebook-Cambridge Analytica Scandal**

Module 2: Data Collection and Consent Management

- Building a compliant data collection strategy
- Tools for consent management (CMPs)
- Importance of clear privacy policies
- Strategies to gain and manage user consent
- Real-time consent dashboards and logs
- **Case Study: Google CMP Implementation in the EU**

Module 3: First-Party vs Third-Party Data Handling

- Differences between 1st-party, 2nd-party, and 3rd-party data
- Cookie policies and browser changes (Chrome, Safari)
- Alternative targeting methods: contextual ads
- Tracking and personalization in a cookieless world
- Role of customer data platforms (CDPs)

- **Case Study: Apple iOS 14 Privacy Update Impact on Ads**

Module 4: Email Marketing & CRM Compliance

- Data protection strategies in email marketing
- List building with consent and transparency
- Email automation and privacy checks
- CRM hygiene: storage, access, and deletion policies
- A/B testing while maintaining compliance
- **Case Study: Mailchimp GDPR Breach Case**

Module 5: AI, Big Data & Predictive Advertising Ethics

- Role of AI in consumer behavior prediction
- Data minimization principles in big data analytics
- Ethics of profiling and segmentation
- Bias mitigation in ad targeting
- AI and algorithmic transparency
- **Case Study: Amazon's Biased AI Recruitment Tool**

Module 6: Data Security and Breach Response

- Threat modeling in advertising data pipelines
- Data encryption and secure API use
- Vendor and supply chain data risk assessment
- Legal obligations in case of a breach
- Building an incident response plan
- **Case Study: Experian Marketing Services Data Leak**

Module 7: Regulatory Compliance and International Marketing

- Overview of global data privacy laws
- Challenges of cross-border campaigns
- Localizing privacy strategies per region
- Roles of DPOs and legal counsels in campaigns
- Building compliance frameworks for international teams
- **Case Study: TikTok Ban & Data Transfer Issues in the EU**

Module 8: Future of Data Protection in Advertising

- Emerging privacy laws and trends
- Rise of zero-party data in loyalty programs
- Blockchain and privacy in advertising
- Role of PETs: homomorphic encryption, differential privacy
- Building consumer trust with ethical marketing
- **Case Study: Brave Browser's Ad Model vs Traditional Ads**

Training Methodology

- Interactive live sessions and group discussions
- Hands-on exercises with real-world tools
- Industry expert guest lectures and Q&A
- Case study presentations and role-playing
- Access to privacy compliance templates and checklists
- End-of-course capstone project with personalized feedback

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com