Training Course on ePrivacy Directive and Cookie Compliance

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 the digital era, online privacy has become a top priority for both regulators and consumers. The ePrivacy Directive, also known as the Cookie Law, is a critical component of the European Union’s legal framework for protecting personal data in electronic communications. Training Course on ePrivacy Directive and Cookie Compliance offers in-depth training on cookie compliance, user consent, data security, and how to align your organization with legal standards. With increasing fines and global scrutiny, understanding and implementing proper cookie practices is essential.

Whether you're a compliance officer, web developer, digital marketer, or data protection specialist, this training provides practical, up-to-date insights and best practices. By leveraging real-world case studies, this program empowers participants to confidently navigate legal landscapes, implement consent mechanisms, and ensure GDPR and ePrivacy Directive alignment for seamless, lawful user experience.

Programme Curriculum

Training Course on ePrivacy Directive and Cookie Compliance

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Course Objectives

1. Understand the scope and purpose of the ePrivacy Directive.
2. Identify key differences between GDPR and the ePrivacy Directive.
3. Implement compliant cookie consent management tools.
4. Learn the types of cookies and their compliance implications.
5. Understand legal requirements for cookie banners and popups.
6. Analyze global trends in privacy regulation (e.g., CPRA, LGPD, PDPA).
7. Design user-friendly and compliant consent interfaces.
8. Perform cookie audits and classification.
9. Manage third-party cookies and embedded content risks.
10. Align marketing practices with privacy standards.
11. Prepare documentation for audits and regulator inspections.
12. Interpret consent logs and reporting requirements.
13. Develop a cookie policy and privacy notice that meets legal standards.

Target Audience

1. Data Protection Officers (DPOs)
2. Compliance Managers
3. Legal Advisors
4. Web Developers
5. UX/UI Designers
6. Digital Marketing Professionals
7. IT Security Consultants
8. Business Owners in Digital Industries

Course Duration: 5 days

Course Modules

Module 1: Introduction to ePrivacy Directive

- Overview of the ePrivacy Directive and its objectives
- Scope of application and legal basis
- Relationship with GDPR and other privacy laws
- Recent developments and 2025 ePrivacy Regulation
- Impact on websites and electronic communication services
- **Case Study:** How Google updated cookie practices in response to EU guidance

Module 2: Types of Cookies and Their Legal Implications

- Classification of cookies: essential, analytical, marketing, etc.
- Third-party vs. first-party cookies
- Impact of non-compliant cookies
- Risks of behavioral targeting
- Cookie lifespan and storage concerns
- **Case Study:** Amazon’s cookie policy and its implications

Module 3: Consent Mechanisms and UX Design

- Legal requirements for valid cookie consent
- Designing user-friendly consent banners

- Soft opt-in vs. explicit opt-in models
- Language, timing, and withdrawal mechanisms
- Consent record-keeping and audit trails
- **Case Study:** IAB Europe Transparency and Consent Framework (TCF)

Module 4: Cookie Consent Management Tools (CMPs)

- Features of top CMP platforms (OneTrust, Cookiebot, etc.)
- Configuration and customization best practices
- Integration with website and analytics tools
- Managing cross-device consent
- Evaluating CMP effectiveness
- **Case Study:** Implementation of Cookiebot by a fintech company

Module 5: Global Cookie Compliance Landscape

- Comparison with CPRA (California), PDPA (Singapore), LGPD (Brazil)
- Handling compliance in multinational organizations
- Localization of cookie notices
- Cross-border data transfer restrictions
- Legal interpretations and enforcement
- **Case Study:** Meta’s global cookie consent strategy

Module 6: Auditing and Monitoring Cookie Use

- Conducting cookie audits using automated tools
- Identifying unauthorized trackers
- Real-time cookie monitoring
- Data flow mapping and documentation
- Creating audit reports for regulators
- **Case Study:** GDPR fine against a UK news site for hidden cookies

Module 7: Developing a Privacy and Cookie Policy

- Drafting compliant cookie and privacy policies
- Customizing for jurisdictional requirements
- Policy linking and accessibility
- Best practices for policy version control
- Communicating updates to users
- **Case Study:** How Airbnb transformed its privacy and cookie policy

Module 8: Legal Risk Management and Enforcement

- Fines and penalties for non-compliance
- Role of DPAs and legal action examples
- Internal risk assessments
- Documentation and accountability
- Responding to cookie-related complaints
- **Case Study:** CNIL’s €100 million fine against Google and Amazon

Training Methodology

- Interactive lectures with real-time examples
- Hands-on workshops using CMP tools
- Group discussions and scenario analysis
- Case study reviews for practical learning

- Quizzes and role-based assessments
- Certification upon completion

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:

Register Online Now

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