

The background features a dark navy blue field. In the top-left and bottom-right corners, there are triangular sections with a zebra-like black and white striped pattern. A large, vibrant orange triangle points from the bottom-right towards the center. Thin, gold-colored lines intersect diagonally across the composition, creating a sense of movement and structure.

CharityWise and ACUMEN Business Law

Navigating digital marketing alongside data protection for charities

Navigating Digital Marketing Alongside Data Protection **For** **Charities**

*20 March 2024
Benjamin Rose*

SESSION INTRODUCTION

- ❖ Me and ACUMEN
- ❖ Terminology
- ❖ The Basics
- ❖ Data Protection Principles
- ❖ Digital Marketing & the Law
- ❖ How to Market Without *Fear*
- ❖ Questions & Answers

Me and ACUMEN

- ❖ Business Specialist Law Firm
- ❖ Commercial and Data Protection
Solicitor
- ❖ Charity Trustee and Director

TERMINOLOGY

- ❖ Personal Data
- ❖ Controllers
- ❖ Processors (and sub-processors)
- ❖ Processing
- ❖ Digital Marketing
- ❖ The EEA and USA

THE “BASICS”

- ❖ The Law

 - ❖ *Data Protection Act 2018*

 - ❖ *General Data Protection Regulation*

- ❖ Reason for updated legislation

- ❖ A change in approach

- ❖ Individual rights and accountability

The Principles

- ❖ Lawfulness, Fairness and Transparency
- ❖ Integrity and Confidentiality
- ❖ Accountability and Compliance
- ❖ Purpose and Storage Limitation
- ❖ Data Minimisation
- ❖ Accuracy

Digital Marketing & the Law

- ❖ *“Any marketing that uses electronic devices or means”*
- ❖ This includes email and SMS
- ❖ What other laws...
 - ❖ Privacy and Electronic Communications Regulation

How to Market Without Fear

❖ What Lawful Basis are you relying on?

❖ Legitimate Interest

❖ Consent

❖ Both?

❖ Individual Rights - right to unsubscribe

How to Market Without Fear

- ❖ **Transparency**

 - ❖ Privacy Policy

 - ❖ At Collection

- ❖ **Data Minimisation**

- ❖ **Integrity & Confidentiality**

How to Market Without Fear

❖ Third Parties?

- ❖ Do they comply with the laws?
- ❖ Is the contract in place with them sufficient.



Questions & Answers

Navigating digital marketing alongside data protection for charities

Benjamin Rose

Acumen Business Law

benjamin.rose@acumenbusinesslaw.co.uk

01273 447 071

