



The Guide to Vital Privacy Knowledge for Marketing Professionals and Teams

Privacy Knowledge Mitigates Risk for Marketers

Marketing professionals have never faced so much risk simply for doing their jobs. Without enough knowledge of privacy laws and accompanying regulations, marketers can unwittingly expose their companies to fines and enforcement actions just by sending an email or trying a new analytical platform.

“Everything we as marketers collect is personal data. As stewards of that data, we have to understand all the rules,” states Dennis Dayman, CIPP/E, CIPP/US, CIPT, FIP, industry chief privacy and security officer, and start-up advisor.

IS YOUR MARKETING TEAM AS SMART AS THEY THINK?

The knowledge map included here, assembled with guidance and expertise from key marketing professionals, details the broad spectrum of marketing roles and shows the degree to which privacy knowledge is vital for each.

Use it to help plan privacy training for individual marketers and marketing teams and fill the knowledge gaps in your operation with appropriate certification-level training.

LEVERAGE PRIVACY TO CREATE STRONGER BONDS WITH CUSTOMERS

Trained decision makers enable marketing to respond to opportunities quickly by reaching out to customers through multiple channels while complying with privacy laws.

Training in privacy compliance can reduce risk, generate excellent business results and forge deeper connections with customers while working within legal frameworks.

**“YOU NEED TRAINED
PRIVACY CHAMPIONS IN
YOUR MARKETING
DEPARTMENT – PEOPLE
WHO SAY ‘WE’RE CHANGING
SOMETHING? HOW DO WE
STAY COMPLIANT?’”**

Noga Rosenthal,
CIPP/E, CIPP/US,
chief privacy officer and
general counsel, Ampersand

ABOUT THE IAPP

The International Association of Privacy Professionals is a not-for-profit organization providing the only globally recognized credentialing programs in information privacy. A vast network of 60,000+ members includes experts and influencers in the field of data protection and offers practitioners a forum to share best practices, track trends, discuss and debate issues, and receive education and guidance on opportunities in the field.

MARKETING PROS: BUILD YOUR PRIVACY MUSCLE

Use this grid to assess individual and team privacy skill sets and develop a road map for professional development.

