

# Privacy and Electronic Communications Regulations (PECR) Masterclass



Data Protection Made Easy



Empowering Data Protection Excellence



“Every training session brings us closer to a culture of security and trust—because data protection is a team effort”

# Privacy and Electronic Communications Regulations (PECR) Masterclass

## Master PECR Compliance: A Comprehensive Full-Day Training

Join our in-depth Privacy and Electronic Communications Regulations (PECR) Masterclass to gain expert knowledge and practical skills in complying with PECR. This full-day online course is designed to equip professionals with a thorough understanding of PECR and its relationship with UK GDPR, ensuring lawful electronic marketing and cookie compliance.

### What You'll Learn:

- Introduction – Overview of PECR, its relationship with GDPR, and direct marketing.
- PECR vs. GDPR – Clarifying the key differences and overlaps between the two regulations.
- Electronic Marketing Rules – Understanding consent requirements and key differences between business-to-business (B2B) and business-to-consumer (B2C) marketing.
- Soft Opt-In for Marketing – Understanding when organisations can rely on the soft opt-in exemption.
- Exemptions to PECR Rules – Identifying scenarios where PECR requirements do not apply.
- Cookies and Similar Technologies – Legal requirements for cookie consent, practical implementation, and best practices.
- Enforcement & Penalties – Understanding the role of the ICO, fines, and consequences of non-compliance.
- Compliance in Practice – Real-world examples, case studies, and common pitfalls to avoid.
- Practical Steps for Compliance – Implementing policies, training staff, and maintaining audit trails.

### Hands-On Learning:

- Practical Exercises – to reinforce the theory of marketing and cookies.
- Case Studies – learning through scenarios and tutor-led discussions.

### Bonus Materials:

- Workbook – to support learning and practical application.
- Guidance – to support marketing and cookie management in your workplace.

### Who Should Attend?

This masterclass is ideal for marketing professionals, compliance officers, data protection specialists, IT teams, and anyone responsible for electronic communications compliance within an organisation. Enhance your expertise and ensure compliance with PECR and UK GDPR through this engaging and practical online session.



# Get in Touch with Us

We're here to help you with all your data protection training needs.

Whether you have questions about our tailored solutions, want to discuss specific requirements, or need assistance with booking a session, our team is ready to assist you.

## Contact Us:

**Sales:** 0113 869 1290

**Support:** 0113 869 1250

**Email:** [info@dataprotectionpeople.com](mailto:info@dataprotectionpeople.com)

**Address:** The Tannery, 91 Kirkstall Rd, Leeds, LS3 1HS

**Web:** [www.dataprotectionpeople.com](http://www.dataprotectionpeople.com)

**Office Hours:** Monday to Friday: 9:00 AM – 5:00 PM

## Request a Consultation:

Interested in discussing how we can meet your organisation's unique data protection training needs? Fill out our contact form below, and one of our experts will get back to you promptly.



[Contact Form](#)

## Group Bookings:

For pricing information on group bookings, please contact a member of our sales team. We can provide customised packages to suit your organisation's requirements.

For more information on the courses we provide, including detailed descriptions of our training options and upcoming sessions, please visit our website at: <https://dataprotectionpeople.com/service/training-and-awareness/>

"Your data protection journey begins here—let's work together to empower your team!"