



360 Degree Marketing – Avoiding the Pitfalls

**Practical Inputs from Privacy Regulation
Best Practices in France, Germany and Italy including e.g. Google Analytics,
Tracking & Analytics, Loyalty Programs, CRM**

Webinar, 10 November 2022, 12.00 p.m. to 1.00 p.m. CET

Agenda

360 Degree Marketing – Avoiding the Pitfalls

360 Degree Marketing reaches customers at all possible points of contact maximising the information about the customer, the chances of identifying new potential customers and engaging existing customers in new sales. This may include social media, direct mailing with tracking URLs or QR codes, e-mail marketing with analytics functionality, live events, web and mobile applications and information on past sales or participation in loyalty programs in the customer relationship management system. Supervisory authorities across Europe have tightened the reins on enforcement action for violation of the General Data Protection Regulation marketing rules. Google Analytics use on websites, for example, has become subject to enforcement action in Austria, Denmark, France and Italy. Hear from our experts on how these developments affect the ways in which your business communicates with your current and target customers.

Speakers

Aurélie Klein

Lawyer (Fidal)
France

Silvia C. Bauer

Lawyer (Luther Rechtsanwalts-gesellschaft mbH)
Germany

Mattia Salerno

Lawyer (Pirola Pennuto Zei & Associati)
Italy

Anne Lambert-Favreau

Lawyer (Fidal)
France

Dr Stefanie Hellmich, LL.M.

Lawyer (Luther Rechtsanwalts-gesellschaft mbH)
Germany

Mario Valentini

Lawyer (Pirola Pennuto Zei & Associati)
Italy

Registration Form

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10 November 2022, 12.00 p.m. to 1.00 p.m. CET

Participant information

Company/Organisation: _____ Title: _____
First name(s): _____ Surname: _____
Position: _____ Email: _____

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