

# Certificate of Completion

This is to certify that

**SWARNA AGARWAL**

Successfully completed the course entitled

**GDPR - for the Marketer**

Learning outcomes include:

Learn about the key areas of the GDPR that affect marketers; Learn about opt-ins, opt-outs, and consent regarding communications; Receive advice around e-mail, text and direct mail campaigns (and learn how to keep people subscribed); Learn what marketers should do with their legacy contacts if they have relied on consent as their legal basis; Know how B2C and B2B marketing differs and the law around this; Know what legitimate interests means and what to do if you are not sure that legitimate interest applies to you Learn whether to rely on consent or legitimate interests as your legal grounds for processing personal data; Learn about the challenges the GDPR poses to the marketing list industry and know what the risks are for buyers of marketing lists

Award date

**25 November 2018**