



# PB INSTITUTE OF RESEARCH AND TECHNOLOGY

P.O Box 21457-00100

Nairobi - Kenya

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Email: [info@pebblesinstitute.org](mailto:info@pebblesinstitute.org)

## Data Privacy & Ethical Digital Marketing Training Course

Duration: 5 days

On-Site

### 01 Who Should Attend

- This course is ideal for:
- Foreign Service Officers & Diplomats
- Government Officials (Agriculture, Trade, Foreign Affairs)
- International Organization Staff (FAO, WFP, IFAD)
- Agri-business Executives & Food Industry Professionals
- Development & Food Aid Program Managers
- Food Policy Analysts & Researchers
- Supply Chain Managers in Agri-food Sector

### 02 About the Course

This program is essential for marketing professionals navigating the complex legal and ethical landscape of digital data utilization in advertising. It provides a deep dive into global regulations, primarily focusing on compliance with major frameworks like the GDPR and CCPA, ensuring participants can build and execute compliant marketing campaigns. The course emphasizes developing strategies that prioritize user trust and transparency, moving beyond legal minimums to establish sustainable, ethical data practices. You'll learn how to implement robust consent mechanisms, manage data retention, and leverage privacy-preserving technologies like server-side tagging and differential privacy for effective but responsible targeting and measurement.

### 03 Workshop Objectives

- Ensure compliance with global data privacy regulations.
- Implement ethical data collection and usage policies.
- Develop robust user consent mechanisms.
- Minimize data risk through privacy-by-design.



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### **04 Module Topics**

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#### **Module 1: Global Privacy Regulatory Landscape**

- ▶ Detailed understanding of core concepts in GDPR (lawful basis, DPOs) and CCPA (consumer rights).
- ▶ Examining emerging regulatory trends and their impact on international data transfers and marketing.
- ▶ Identifying the role of the marketer and the legal risk associated with non-compliance.

#### **Module 2: Ethical Data Collection and Use**

- ▶ Designing transparent user interfaces and consent journeys that maximize opt-in rates legally.
- ▶ Applying the principle of data minimization across all marketing activities.
- ▶ Establishing clear internal policies for data retention, disposal, and access requests.

#### **Module 3: Privacy-Enhancing Technologies (PETs)**

- ▶ Implementing and managing server-side tracking and conversion APIs to maintain data flows post-cookie.
- ▶ Utilizing concepts like differential privacy and data clean rooms for collaborative insights without exposing PII.
- ▶ Understanding the practical applications of zero-party and first-party data strategies in a cookieless world.

#### **Module 4: Compliant Campaign Execution**

- ▶ Structuring advertising campaigns to respect consent signals, particularly across programmatic and social media.
- ▶ Conducting privacy impact assessments (PIAs) on new marketing technologies and platforms.
- ▶ Developing an incident response plan for data breaches relevant to marketing databases.

#### **Module 5: Future of Ethical Marketing**



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- ▶ Building a trust-first brand narrative that communicates data practices clearly to consumers.
  - ▶ Exploring the ethical considerations of AI and machine learning in personalized marketing.
  - ▶ Developing a framework for continuously auditing and adapting marketing tech stacks to evolving privacy standards.