

PECR and Appropriate Marketing Practices

To help your organisation understand the implications of current privacy law on your marketing practices and other impacts of the Privacy and Electronic Communications Regulations.

Ensuring Compliance

If you are promoting your organisation in some way, it is likely that you are carrying out direct marketing. How you market will be governed by GDPR, DPA and PECR (Privacy and Electronic Communications Regulations). Evolve North can help you review your current marketing practices to ensure you are compliant with current privacy legislation. In addition, we can help you consider how PECR will affect other aspects of your business such as the use of cookies, compiling directories etc.

Our consultants include GDPR Practitioners, ISO27001 Auditors, CISA (Certified Information Systems Auditor), PCI DSS Professionals, all who have many years of experience in Senior IT Security and Information Governance roles.



Documentation and Analysis

Reviewing current practices around appropriate marketing and use of electronic communications.



Ongoing Support to Help You Remediate

Providing guidance on where further improvements may be needed and helping to implement these improvements.



Review of Website Compliance

Reviewing current websites to ensure compliance with PECR and GDPR.



Training

Training for staff or key groups on the implications of GDPR, DPA and PECR for your business.



Contact us

For a no-obligation discussion about ePrivacy, GDPR and marketing, contact us today.

New ePrivacy Regulation

PECR is based on the 2002 EU ePrivacy Directive, but a new ePrivacy Regulation is currently being finalised and will work alongside GDPR in the future. This could have an impact on how you currently carry out marketing or more generally on electronic communications in your business. Evolve North can help you consider the impact of these new regulations as they are implemented.

Key areas of support

Review of Existing Practices

Identification of Risks

Remediation Planning

Breach Management



How We Can Help

Our approach to supporting you with PECR compliance will be tailored to the needs of your organisation. We will work with you to understand these needs, and provide a bespoke proposal based on these requirements.

Contact us to book a more detailed discussion around how we can support you.

Contact us today for a discussion
with no obligations

01748 905 002
info@evolvenorth.com