

April 29, 2014 8:37 AM

FW: [espc-announce] New guide from ECO (CSA) "Directive for Permissible e-Mail Marketing"

All:

Courtesy of Dennis Dayman, I wanted to let you know that eco - the Association of the German Internet Industry, has just published its "Permissible e-Mail Marketing" book for the first time in English. The eBook has been available in German for some years, and has just been released in its 5th update.

April 16, 2014

New Directive for Permissible e-Mail Marketing e-Mail marketing is in many companies an integral part of customer communication. With the amendment of the Federal Data Protection Act and a number of recent court decisions, the senders should, however, bring themselves up to date: A practical guide is the fifth edition of the Directive for Permissible e-Mail Marketing, the eco - Association of the German Internet Industry currently has revised and published.

<https://certified-senders.eu/wp-content/uploads/2014/03/Marketing-Directive.pdf>

Best regards,

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