

The new FEDMA 2016 Legal Fact Pack is out!

A successful marketing campaign needs to respect the preferences of the consumer and the marketing rules in each market. The good news for marketers is that all answers can be found in the new FEDMA 2016 Legal Fact Pack!

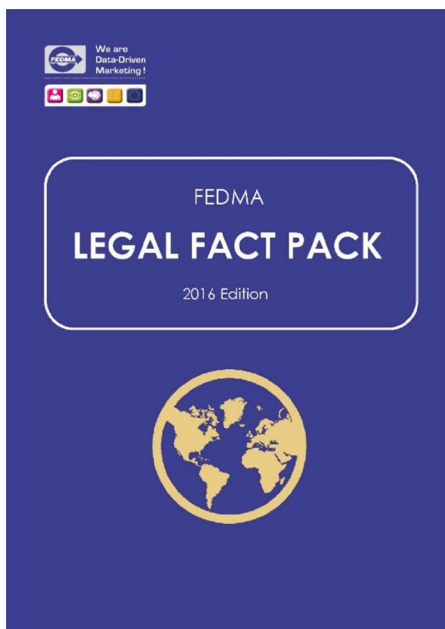
FEDMA – representing the Data Driven Marketing industry is proud to announce **the launch of its latest publication, the FEDMA 2016 Legal Fact Pack (order it now!).**

FEDMA has a long tradition of contributing to the improvement of the standards and reputation of the DM sector as a whole. The FEDMA Legal Fact Pack is exemplary in this respect, demonstrating that FEDMA and the Direct Marketing industry adhere to the highest standards of ethics and professionalism.

The latest edition of the FEDMA Legal Fact Pack is a comprehensive information pack containing **essential facts on Direct Marketing legislations** in most European countries, and a number of other countries in the world. **The new edition now includes 8 additional countries, and covers a total of 31 country fact-sheets.**

**The FEDMA 2016 Legal Fact Pack provides information on national data protection regulations and B2B and B2C marketing legislation. The publication includes existing Robinson lists and preference services, and now includes a new section on sales promotion.**

The study is a vital source for all Direct Marketing practitioners to plan their marketing campaigns in European markets.



In more details, each country factsheet includes the following:

- Marketing rules for BtoB and BtoC for Direct mail, email, telemarketing, SMS, Fax and rules for cookies consent
- Information on notice and privacy policies
- Preference services and Robinson lists
- Reference to data protection and electronic communication legislations, contact of the Data Protection Authority.
- Information on registration of databases, legal grounds for processing personal data, legal definition of consent, data subjects rights
- Rules for international data transfer
- Rules on sales promotion
- Contact details of the local Direct Marketing Association and reference to existing self-regulation codes of conduct.

The FEDMA 2016 Legal Fact Pack covers the following countries: Argentina, Australia, Austria, Belgium, Canada, Croatia, Czech Republic, Denmark, Finland, Germany, Greece, Hungary, India,

Italy, Ireland, Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Serbia, Singapore, South Africa, Spain, Sweden, Switzerland, Turkey, United Kingdom and the United States.

The FEDMA 2016 Legal Fact Pack is an extremely valuable tool for establishing the right legal framework for the most important aspects of your targeted promotional activities. It can help to ensure that you are acting in accordance with the highest professional standards.

The publication is available in digital format for purchase.

FEDMA members are entitled to a **reduced price of 300 EUR** (600 EUR for non FEDMA members). If you need any further information on this new publication, do not hesitate to contact FEDMA at +32 2 778 99 27 or send an email at [mfiguet@fedma.org](mailto:mfiguet@fedma.org).

If you are interested in buying the publication, please fill in [the purchase order form](#) and send it to [mfiguet\(at\)fedma.org](mailto:mfiguet(at)fedma.org)