



**Scheduled for Release January 2008**

***Supplemental Guide: Privacy for Marketing Professionals*** Price: \$15

*Today's marketers are increasingly aware of the need to develop privacy-conscious marketing strategies. This supplemental guide will help you frame the subject of consumer privacy for your students and provide them with real world examples of current privacy concerns and some strategies for dealing with them.*

The Guide Structure:

- Three Individual Topic Modules
  - Privacy Basics
    - *Explore individual's right to privacy, the concept of information security and concepts of personal and sensitive information.*
  - Domestic and International Laws and Regulations
    - *Examine the legal and regulatory frameworks used both in the United States as well as in the European Union.*
  - Overview of Recent FTC Privacy Cases
    - *Use recent cases to explain the application of privacy law and regulations to actual activities by US companies.*

**2 Ways to Order:**

- **In-person at DMEF's Literature Table at the Direct / Interactive Research Summit during the DMA '07 Annual Conference.**
- **Online at: [www.the-dmef.org](http://www.the-dmef.org)**