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## Overview

This standard is part of the digital marketing competence area related to the principles and theories of digital marketing. It covers compliance with ethical, legal and regulatory requirements in digital marketing. This standard is for Digital Marketing professionals who must comply with ethical, legal, regulatory requirements and codes of practice in digital marketing.

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## Performance criteria

### *You must be able to:*

1. collate your organisation's policies, procedures and codes of practice in relation to digital marketing content, activities and outputs
2. recognise the penalties, consequences and reputational damage if legal, ethical, regulatory and codes of practice are not adhered to
3. check marketing content, activities and outputs against all legal and regulatory requirements
4. ensure the necessary licenses or permissions to use copyright material are in place
5. seek specialist advice when required to ensure the marketing material is legally compliant or consistent with codes of practice and ethics
6. monitor digital media activities to ensure continued compliance
7. maintain confidentiality of sensitive information in accordance with your organisation's policies and procedures

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## Knowledge and understanding

### *You need to know and understand:*

1. the broad structure of the legal system in the UK and specific legal requirements, legal roles and terminology for the nation in which you are working
2. the current policies and guidelines for social media channels
3. the relevant requirements of current legislation and regulations covering data protection
4. the relevant ethical, legal, regulatory requirements and codes of practice in relation to digital marketing content, activities and outputs
5. the rules of ethics in relation to digital marketing campaigns
6. the relevant legislation in relation to using the user data, marketing campaigns, brand awareness and promotions
7. the sources of specialist information and advice, and when and how to access them
8. the penalties of copyright breach, defamation and breaking codes of conduct
9. the importance of monitoring digital media activities and comments

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## Skills

- analytical
- organised
- methodical
- integrity
- problem solving

INSDGM003

Comply with ethical, legal, regulatory requirements and codes of practice in digital marketing



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