



SNS COLLEGE OF TECHNOLOGY

Coimbatore-37.

An Autonomous Institution



COURSE NAME : 19CSE309 & DIGITAL MARKETING AND ITS TOOLS

III YEAR/ VI SEMESTER

UNIT – 1 INTRODUCTION TO DIGITAL MARKETING

Topic: Ethical and Legal Framework of Digital Marketing

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Ethical and Legal Framework of Digital Marketing

Data protection laws are legal frameworks designed to protect individuals' data from **misuse, unauthorized access, and privacy violations.**

They establish a set of rules and standards that organizations, businesses, and institutions must follow when handling personal data.



Ethical and Legal Framework of Digital Marketing

- The key principles of data protection are grounded in concepts such as:
- Lawfulness;
- Fairness;
- Transparency;
- Purpose limitation;
- Data minimization;
- Accuracy;
- Storage limitation.



Ethical and Legal Framework of Digital Marketing

- Data protection laws give individuals the right to:
- Access information held by organizations.
- Request corrections to their data.
- Ask for the deletion of their data.
- Transfer data to another service in a machine-readable format.
- Object to data processing for specific purposes, such as direct marketing.



Ethical and Legal Framework of Digital Marketing

ETHICAL

- Regulation
- Privacy
- Mitigation of Bias
- Transparency
- Relevance



LEGAL

- Governance
- Confidentiality
- Liability
- Accuracy
- Decision Making



Ethical and Legal Framework of Digital Marketing

Ethical Marketing



