

Johannesburg, Cape Town workshop covers online content regulation

The Interactive Advertising Bureau of South Africa (IAB SA) and EndCode will host a discussion in both Johannesburg and Cape Town focusing on online content regulation and how it affects the industry.



Presented by EndCode Founder/Director, Pria Chetty and Director, Denise Fouche, the seminar aims to open up the channels of communication on how these laws impact publishers, advertisers and marketers as they do business in the online space.

Practical guidance on achieving regulatory compliance in the areas of electronic transacting, communications, privacy protection and consumer rights protection will be addressed.

Topics include:

- The Electronic Communications and Transactions Act: Challenges in respect of electronic marketing, publication and transacting
- The Consumer Protection Act: Electronic marketing practices
- The Protection of Personal Information Act: Collecting information from the public through online competitions, campaigns and surveys
- The Film and Publications Act: Impact on content distribution

The Johannesburg event takes place on 1 December 2014 from 9am to noon at Innovatec Auditorium, Sandton and the Cape Town event takes place on 5 December 2014, also from 9am to noon at the Quirk Auditorium, Salt River.

The cost for IAB members is R150 and R250 for non-members. To book a seat, email Theresa at tvitale@iabsa.net.

For more, visit: <https://www.bizcommunity.com>