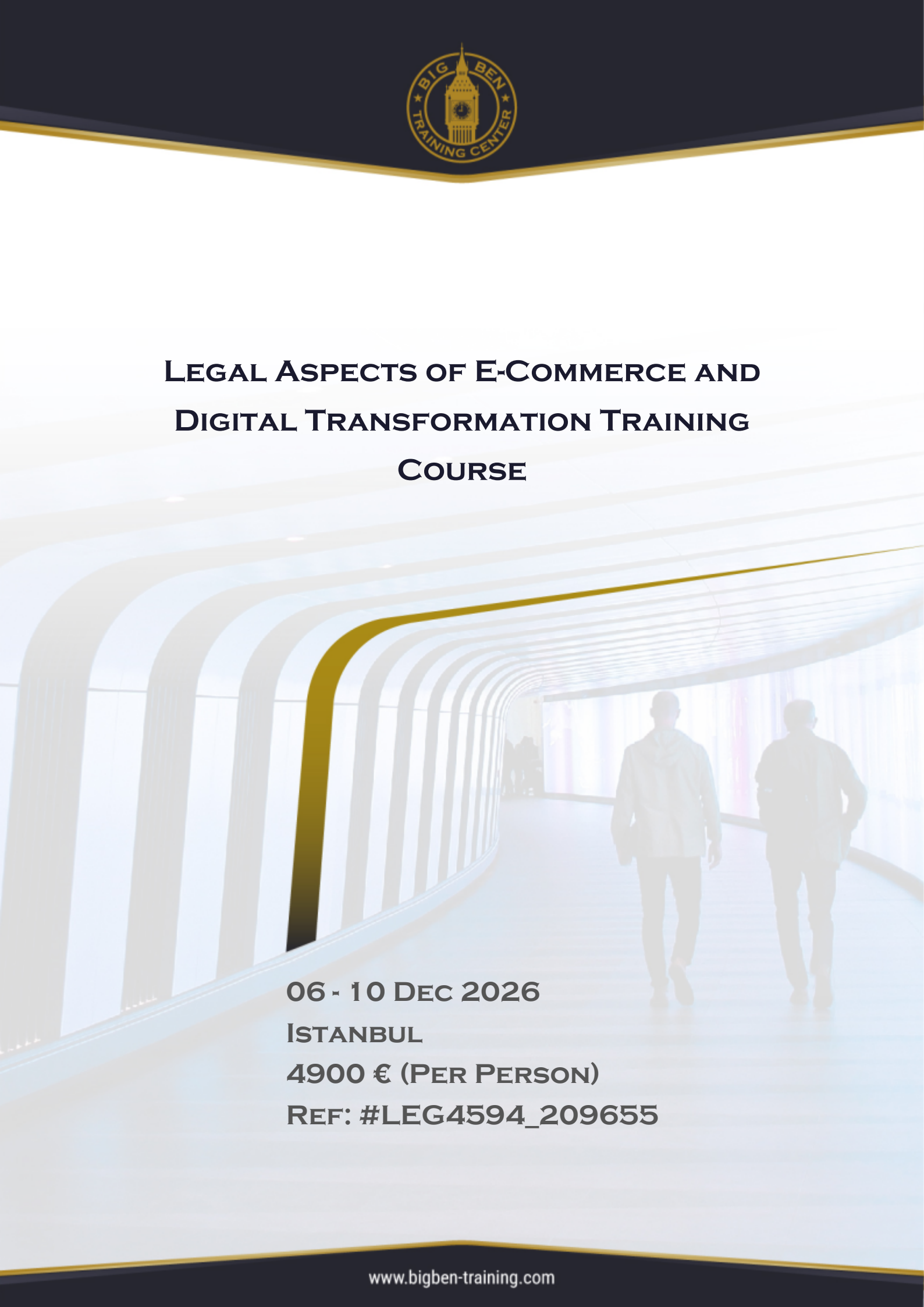
Legal Aspects of E-Commerce and Digital Transformation Training Course



06 - 10 Dec 2026

Istanbul

4900 € (Per Person)

Ref: #LEG4594_209655

Course Introduction / Overview:

This comprehensive training course provides an in-depth exploration of the legal foundations of e-commerce and digital transformation. It's designed to equip business owners, legal professionals, and digital strategists with the knowledge they need to navigate the unique legal challenges of the online world. Participants will get an understanding of everything from drafting compliant terms of service and privacy policies to managing intellectual property and cybersecurity risks. We cover the full lifecycle of an e-commerce business, emphasizing data protection, consumer rights, and cross-border transactions. The course also delves into critical areas like digital contracts, electronic signatures, and the legal implications of emerging technologies. BIG BEN Training Center is proud to offer a program that not only focuses on core legal principles but also incorporates practical, business-oriented strategies tailored for the fast-paced digital environment. The course is built on the principles outlined by leading experts in internet law, like Lawrence Lessig, author of Code: Version 2.0, and Timothy F. L. O'Rourke, known for his work on the legal issues of information technology. Our curriculum uses real-world case studies and practical exercises, ensuring that participants can apply their newfound knowledge immediately in their professional roles.

Target Audience / This training course is suitable for:

- E-commerce business owners.
- Digital marketers and product managers.
- Legal professionals and corporate counsel.
- IT and cybersecurity specialists.
- Compliance officers.
- Entrepreneurs and startup founders.
- Website developers and designers.

Target Sectors and Industries:

- E-commerce and online retail.
- Technology and software.
- Digital media and content creation.
- Financial services and fintech.
- Advertising and marketing.
- Logistics and supply chain.
- Government agencies and regulatory bodies.

Target Organizations Departments:

- Legal Affairs.
- E-commerce and Digital Marketing.
- IT and Cybersecurity.
- Product Management.
- Sales and Operations.
- Compliance and Risk.
- Business Development.

Course Offerings:

By the end of this course, the participants will have able to:

- Draft legally compliant e-commerce policies.
- Understand the legal requirements for data privacy.
- Manage intellectual property rights for digital assets.
- Navigate cross-border e-commerce regulations.
- Implement cybersecurity measures from a legal perspective.
- Apply legal principles to online marketing and advertising.
- Understand the validity of electronic contracts and signatures.
- Mitigate legal risks associated with digital transformation.
- Ensure compliance with consumer protection laws.

Course Methodology:

BIG BEN Training Center's approach to this training course is highly interactive and practical, with an emphasis on hands-on learning and real-world application. We move beyond simple lectures, using a variety of teaching methods that engage participants and reinforce key concepts. Case studies based on actual e-commerce disputes and regulatory actions are central to the curriculum, allowing attendees to apply their knowledge of internet law and digital regulations in a simulated environment. Group workshops encourage teamwork and collaboration, helping participants develop communication and problem-solving skills critical for complex online legal issues. The program also uses role-playing exercises to practice drafting legal notices and responding to customer complaints. Additionally, we integrate interactive sessions focused on the latest tools for compliance and data management, providing a clear and comprehensive look at the modern digital landscape. Feedback is an important part of our methodology, with instructors providing personalized insights and guidance throughout the course to help each participant grow as a leader in e-commerce law.

Course Agenda (Course Units):

Unit One: Foundations of E-Commerce Law.

- The legal framework for online business.
- Contracts in the digital age.
- Electronic signatures and their validity.
- Consumer protection laws.
- Jurisdiction and cross-border transactions.
- Managing digital liability.
- Legal aspects of online marketplaces.

Unit Two: Data Privacy and Cybersecurity.

- Understanding data privacy regulations, including GDPR and CCPA.
- Drafting a compliant privacy policy.
- Legal requirements for data security.
- Handling data breaches and notifications.
- Cybersecurity from a legal perspective.
- Managing third-party risk.
- The role of a data protection officer.

Unit Three: Intellectual Property in E-Commerce.

- Protecting trademarks and copyrights online.
- Infringement issues and brand protection.
- Managing user-generated content.
- The Digital Millennium Copyright Act (DMCA).
- Domain name disputes.
- Intellectual property licensing.
- Trade secrets in a digital business.

Unit Four: Online Marketing and Advertising.

- Legal rules for online advertising.
- Deceptive advertising and unfair practices.
- Email and telemarketing laws.
- Influence on marketing regulations.
- The legal use of cookies and tracking technologies.
- Managing customer reviews and testimonials.
- Legal considerations for social media.

Unit Five: Emerging Technologies and Future Trends.

- Legal challenges of blockchain and cryptocurrencies.
- Smart contracts and their enforceability.
- Artificial intelligence and liability.
- The legal aspects of the Internet of Things (IoT).
- The future of e-commerce law.
- Adapting a legal strategy for digital transformation.
- Case studies on legal disputes in e-commerce.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

To what extent does the global nature of e-commerce and digital technology challenge the traditional, geographically bound legal systems, and what are the practical implications for businesses operating across multiple jurisdictions?

What unique qualities does this course offer compared to other courses?

This course stands out because it provides an integrated and practical approach to e-commerce and digital transformation law. It goes beyond the theoretical, offering a curriculum that blends legal principles with the demands of a fast-paced digital business. We understand that effective legal management is not just about avoiding fines, it's about enabling innovation and growth. That's why we place a significant emphasis on skills like drafting compliant policies, managing IP rights, and navigating cross-border regulations, making sure participants are prepared for the full scope of challenges they will face. Our focus on practical application through realistic case studies, role-playing, and interactive sessions ensures that participants don't just learn a concept, they master a skill. We also make a point of keeping our content current, so it reflects the latest trends in technology, regulation, and online business. This forward-thinking approach, combined with the professional expertise of BIG BEN Training Center, makes for a program that is both academically sound and immediately useful in a professional setting.