# Digital Commerce Law and Regulatory Compliance Training Course



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Munich

5100 € (Per Person)

Ref: #LEG4873_181006

## Course Introduction / Overview:

The rapid expansion of the digital economy presents immense opportunities alongside complex legal challenges. This course provides a comprehensive exploration of the e-commerce legal framework, designed to equip professionals with the knowledge to navigate digital business regulations effectively. In an era where online transactions, data flows, and digital marketing are central to business, understanding the intricate web of laws governing these activities is not just advantageous, it is essential for risk mitigation and sustainable growth. The curriculum delves into critical areas such as online contract law, data privacy laws, and intellectual property online. Drawing upon foundational concepts discussed by academics like Lorna E. Gillies in works such as "Electronic Commerce and International Private Law," this program bridges theory and practice. BIG BEN Training Center has developed this training to address the real-world scenarios businesses face, from ensuring GDPR for e-commerce compliance to managing e-commerce platform liability. Participants will gain a robust understanding of both domestic and cross-border e-commerce regulations, empowering them to build and maintain legally sound digital operations and confidently address the regulatory challenges of the modern marketplace.

## Target Audience / This training course is suitable for:

- Legal Counsel and Corporate Lawyers.
- Compliance Officers and Managers.
- E-Commerce Business Owners and Entrepreneurs.
- Digital Marketing Managers and Specialists.
- IT and Cybersecurity Professionals.
- Risk Management Professionals.
- Business Development Managers.
- Product Managers in tech companies.
- Government Regulators and Policymakers.

## Target Sectors and Industries:

- Retail and E-Commerce.
- Technology and Software Development.
- Banking, Finance, and FinTech.
- Telecommunications and Media.
- Marketing and Advertising Agencies.
- Logistics and Supply Chain Management.
- Healthcare and Pharmaceutical.
- Governmental and Public Sector Bodies.
- Consulting and Professional Services.

## Target Organizations Departments:

- Legal Department.
- Compliance and Regulatory Affairs Department.
- Information Technology and Security Department.
- Marketing and Sales Department.
- E-Commerce and Digital Strategy Department.
- Risk Management Department.
- Procurement and Contracts Department.
- Product Development Department.
- Customer Service Department.

## Course Offerings:

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

- Analyze and apply the core principles of the e-commerce legal framework to business operations.
- Draft and evaluate legally compliant online contracts, terms of service, and privacy policies.
- Implement robust data protection strategies in line with GDPR, CCPA, and other major privacy regulations.
- Manage intellectual property rights, including copyright and trademark, in a digital context.
- Assess and mitigate legal risks associated with digital marketing, advertising, and social media activities.
- Navigate the complexities of online payment regulations and cybersecurity law.
- Understand the legal implications of cross-border e-commerce and international digital trade.
- Develop effective strategies for online dispute resolution and managing platform liability.
- Evaluate the legal impact of emerging technologies like AI and blockchain on digital commerce.

## Course Methodology:

This training course from BIG BEN Training Center employs a dynamic and interactive learning methodology designed for maximum knowledge retention and practical application. The approach moves beyond traditional lectures to foster a deeply engaging educational experience. Sessions are built around real-world case studies, allowing participants to analyze actual legal disputes involving e-commerce platform liability, data privacy breaches, and digital marketing compliance failures. Through collaborative group workshops, attendees will work together to solve complex regulatory problems, draft policy clauses, and develop compliance checklists. Interactive discussions and Q&A sessions with the expert instructor are central to the methodology, ensuring that specific queries and organizational challenges are addressed. Participants will engage in practical exercises, such as risk assessment simulations and contract review scenarios, to build tangible skills. This hands-on, problem-solving approach ensures that professionals leave not just with theoretical knowledge of digital commerce law, but with the confidence and competence to apply it directly within their roles, safeguarding their organizations in the complex digital landscape.

## Course Agenda (Course Units):

### Unit One: Foundations of E-Commerce and Digital Law

- Introduction to the E-Commerce Legal Framework.
- Key Jurisdictions and Sources of Digital Law.
- The Legal Distinction Between E-Commerce and Traditional Commerce.
- Understanding Electronic Transactions Acts.
- The Role of Regulatory Technology (RegTech) in Compliance.
- Establishing a Digital Business, Legal Structures, and Registrations.
- Domain Names, Cybersquatting, and Dispute Resolution.

### Unit Two: Online Contracts and Digital Transactions

- Formation and Validity of Electronic Contracts.
- The Legal Status of Digital Signatures and E-Signatures.
- Drafting Effective Online Terms of Service and User Agreements.
- Click-Wrap, Browse-Wrap, and Shrink-Wrap Agreements.
- Legal Framework for Online Payment Systems and FinTech.
- Managing Liability in B2B and B2C Transactions.
- Consumer Rights in Digital Transactions and Cooling-Off Periods.

### Unit Three: Data Privacy and Consumer Protection

- Core Principles of Global Data Privacy Laws (GDPR, CCPA).
- Developing and Implementing a Legally Compliant Privacy Policy.
- Managing Data Subject Rights and Consent Mechanisms.
- Legal Requirements for Data Breach Notifications.
- Regulations on Digital Marketing, Spam, and Cookies.
- Online Advertising Standards and Deceptive Practices.
- Protecting Vulnerable Consumers in the Digital Space.

## Unit Four: Intellectual Property in the Digital Arena

- Protecting Copyright for Digital Content.
- Trademark Law in E-Commerce, Branding, and Keywords.
- Software Patents and Protecting Digital Innovations.
- Trade Secrets in the Age of Cloud Computing.
- Digital Millennium Copyright Act (DMCA) and Takedown Notices.
- Liability of Online Service Providers and Intermediaries.
- Legal Issues in User-Generated Content and Social Media.

## Unit Five: Advanced Topics in Digital Compliance and Risk Management

- Navigating Cross-Border E-Commerce Regulations and Tariffs.
- Cybersecurity Law and a Company's Duty to Protect Data.
- Legal Aspects of Cloud Computing and SaaS Agreements.
- Online Dispute Resolution (ODR), Arbitration, and Litigation.
- Digital Taxation, including VAT and Sales Tax for E-Commerce.
- The Legal Implications of AI, Machine Learning, and Blockchain in Commerce.
- Developing and Auditing a Corporate Digital Compliance Program.

# 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:

As AI-driven e-commerce platforms become more autonomous, where should legal liability for their actions—from discriminatory pricing to contract formation—ultimately reside?

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

This course distinguishes itself by moving beyond a purely theoretical recitation of laws to a strategic, business-oriented application of the digital legal framework. While other programs may focus on a single regulation like GDPR, this training provides a holistic, global perspective, integrating analysis of cross-border e-commerce regulations with deep dives into data privacy, intellectual property, and online contract law. Its primary strength lies in its forward-looking curriculum, which directly addresses the legal impact of emerging technologies. Participants will not only learn current compliance requirements but will also explore the nascent legal challenges of AI in commerce, blockchain transactions, and the evolving landscape of RegTech. The methodology emphasizes practical risk management, equipping attendees with the skills to conduct digital compliance audits and develop proactive strategies rather than reactive fixes. By focusing on the intersection of law, technology, and business strategy, the course delivers actionable insights that empower professionals to become strategic legal advisors who can facilitate innovation while safeguarding their organization from the significant financial and reputational risks inherent in the digital economy.